E&P

November 24, 1973

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Editor & Publisher

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He's no rah-rah sportswriter



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CHICAGO Sun-Times
Marshall Field, Publisher

Lacy J. Banks
of the
CHICAGO Sun-Times

Lacy Banks is one of the few black sportswriters on a major sports beat in the United States. He also writes a weekly column in which he covers everything from the dreams of an amateur boxing hopeful to the world of baseball as seen by a third baseman's wife.

Banks' approach to sportswriting is simple: He believes a sportswriter should be a newsman, not a press agent. He asks players and management the questions his readers ask . . . even if he ruffles a few feathers.

That's why readers go for Banks and another reason why editors choose the Chicago Daily News/Sun-Times News Service.

Trying to make waves in Boston without the Herald American is like rowing with one oar.



You just don't get far enough, fast enough . . . unless you have two. In Boston, that makes the Herald American a must. The Herald American delivers 683,800 additional higher income households with a median income of $11,400. That's adding a market segment more than equal to the households in the City of San Francisco. And the Herald American's households have a higher median income than the Globe's. We've got the latest figures from Pulse to prove it. Read them. And start pulling ahead.

	Universe	Globe	Herald American
Households	1,193,300	414,152 35%	288,312 24%
Adults 18 & Over Total Readers	2,518,000	908,000 36%	684,000 27%
Median Income		$10,230	$11,400
Adults in Homes over $10,000 income	1,360,000	476,000 35%	406,000 30%
Adults in Homes Having 3 or more persons	1,474,000	542,000 37%	445,000 30%

SOURCES: ABC Audits 3/31/73 and Pulse, Oct.-Dec. '72

Boston Herald American

Proof that Boston is a two paper town.

Represented by Hearst Advertising Service, Inc.

COTTON HELP EASE THE ENERGY CRISIS?

Much as we'd like to, we can't say cotton can end the energy crisis we face for the next decade or so.

The energy used to make cotton and man-made fibers is only part of total national consumption.

But to meet the growing crisis, our policymakers must use every available method to save energy.

One is to maintain cotton as a strong, viable industry.

Cotton, you see, uses only one-fifth the energy it takes to produce an equal amount of man-made fibers. That's from beginning to end and probably is conservative.

What if the cotton industry were abolished?

Well, sir, the energy required to replace cotton would supply the city of Baltimore or Boston or Greater Pittsburgh.

Look at it this way: Enough energy to power 2,500,000 cars.

We all need cotton.

WHEN IT COMES TO ENERGY CONSERVATION, COTTON COUNTS.



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Cotton Today—Measurements of an Essential Industry.
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If you want to meet more women, we can arrange it.

The Buffalo Evening News gives you a far greater audience of women than prime TV, drive time radio and the other daily newspaper combined. And, you can reach this News audience at an attractively low cost per rating point.

There's more. According to the 1972 Simmons Local Index, The News provides a rating of 56 for adult women. But that is with just one issue. Run your ad five times and you will cume to 75% of the women in the Buffalo ADI.

The women: you'll meet just about all of them with The Buffalo Evening News.

BUFFALO EVENING NEWS

Represented Nationally by Story & Kelly-Smith

EDITOR & PUBLISHER CALENDAR

NOVEMBER

25-December 7—API City Editors Seminar (for newspapers over 75,000 circulation). Columbia University.

DECEMBER

4—Association of National Advertisers Media Workshop, Hotel Plaza, New York.

JANUARY 1974

4-5—Virginia Press Association, Hotel John Marshall, Richmond, Va.

6-9—National Retail Merchants Association's 63rd annual convention, New York Hilton, New York City.

6-18—API Editorial Page Editors and Writers Seminar, Columbia University, New York, N.Y.

9-11—Newspaper Color Seminar, Graphic Arts Research Center, Rochester Institute of Technology, Rochester, N.Y.

10-12—Arizona Newspaper Association Inc., Safari Hotel, Scottsdale.

14-16—Northeast Classified Advertising Managers Association, Sheraton Boston, Boston, Mass.

17-20—New England Press Association annual winter convention, Sheraton-Boston Hotel, Boston, Mass.

19-22—Great Lakes Newspaper Mechanical Conference, Royal York, Toronto, Canada.

24-26—Tennessee Press Association convention and Press Institute, Hotel Sheraton, Nashville, Tenn.

24-26—Texas Press Association, Villa Capri, Austin, Texas.

25-26—New England Daily Newspaper Association, regular membership meeting, Marriott Motor Hotel, Newton, Mass.

27-30—International Newspaper Advertising Executives annual meeting, Hyatt-Regency, Houston Tex.

FEBRUARY

8-10—Michigan Women's Press Club, Sheraton Motor Inn, Flint, Mich.

8-10—Northwest Daily Press Association, 55th annual convention, Sheraton-Ritz Hotel, Minneapolis.

3-15—API Circulation Managers Seminar, Columbia University, N.Y.

13-16—California Newspaper Publishers' Association Convention, Century Plaza Hotel, Century City, Calif.

17-March 1—API Publishers, Editors, and Chief News Executives Seminar (for newspapers under 50,000), Columbia Univ., N.Y.

17-19—Texas Daily Newspaper Association annual meeting, Houston Oaks Hotel, Houston.

20-23—U.S.-Canadian Relations seminar, sponsored by Canadian and American committees, International Press Institute, Sheraton Four Seasons, Toronto, Canada.

24-March 1—Police-Press Relations Seminar, International Association of Chiefs of Police, San Francisco, California.

28-March 2—New England Association of Circulation Managers annual conference, Marriott, Boston, Mass.

MARCH

1-3—Maryland-Delaware-DC Press Association annual Winter Convention, Sheraton-Baltimore Inn, Baltimore, Md.

2-5—Inland Daily Press Association, Brown Palace Hotel, Denver.

14-16—Pennsylvania Society of Newspaper Editors Seminar, Sheraton-Harrisburg Inn, Harrisburg, Pa.

17-19—Central States Circulation Managers' Association, Spring Convention, Galt House, Louisville, Ky.

21-23—Maryland-Delaware-DC Press Association Advertising Short Course, Donaldson Brown Center, Port Deposit, Md.

22-23—Hoosier State Press Association Convention, Atkinson Hotel, Indianapolis.

28-30—PNPA—Interstate Advertising Managers Association Display Advertising Conference, Host Inn Harrisburg, Harrisburg, Pa.

APRIL

2-5—The Washington Journalism Center seminar on "The Urban Crisis: Growth, Zoning and Land Use." Washington, D. C.

Vol. 106, No. 47, November 24, 1973, Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N. Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, NY and additional mailing offices. Titles patented and Registered and contents copyrighted © 1973 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription $10.00 in United States and possessions, and in Canada. All other countries, $25.00. Payment in sterling may be made to Editor & Publisher, "External Account," Chemical Bank, 10 Moorgate, London, E. C. 2, England.

Postmaster: If undelivered, please send form 3579 to Editor & Publisher Co., 850 Third Ave., New York, N.Y. 10022.

Writing about Workmen's Compensation?

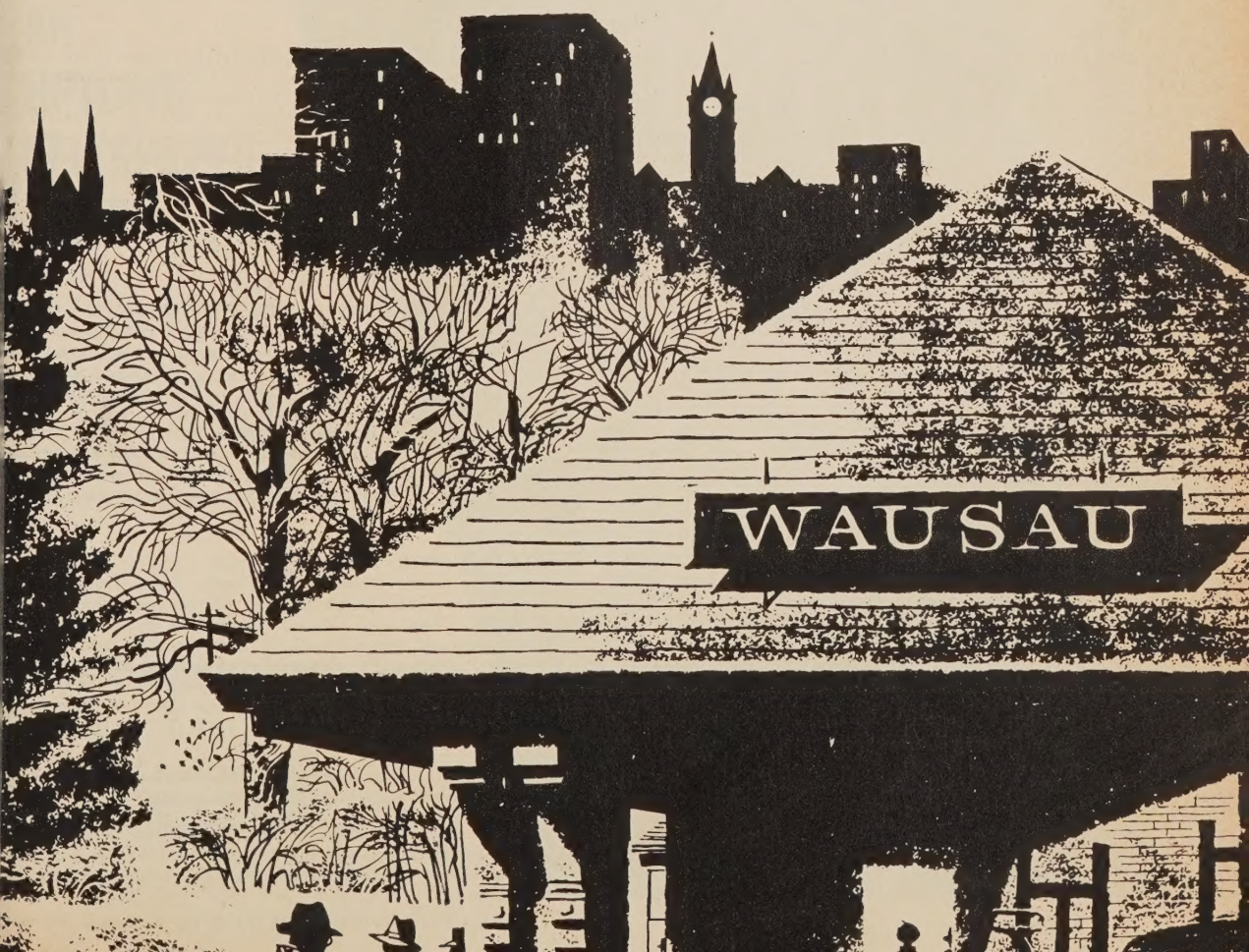
Come to the source!

Employers Insurance of Wausau wrote the nation's very first constitutional workmen's compensation insurance policy back in 1911. And we've led the way in this important social concern ever since.

That's why getting the facts on this highly specialized field is just as easy as getting in touch with us. We'll present them fairly, clearly, and quickly.

As important as it is to the injured working man, his employer, Society in general — and even to you on the day you get your thumb shattered by the carriage of your typewriter — workmen's comp is not well understood. But it's in the news more and more these days. Rumblings of Federal take-over, controversy over benefit levels, private versus state insurance funds, etc. And, when it's your assignment, you know what that means.

So when you're looking for a source of straightforward information on workmen's comp, or other business insurance, do as so many editors and writers do. Come to the source. **Call Roger Drayna, Public Affairs, Employers Insurance of Wausau. (715) 842-6092 Wausau, Wisconsin.**



help.

We provide all of it we can to writers around the country working on insurance-related stories.

For instance:

• A free-lancer needed rate examples and tips on what kind and how much insurance to buy on recreational vehicles. We got them to him the same day he called. When he asked for pictures of vehicles involved in accidents, we checked our 25 regional offices' claim files and sent them along.

• A Baltimore reporter was assigned an in-depth story on no-fault insurance. He called State Farm for facts and figures. He got them . . . plus interpretation from one of the top officers of the nation's largest auto insurer. And he got them within minutes.

• A Pittsburgh newspaperman was on a feature on road-killed deer. "Do you have any statistics?" he asked. We didn't . . . but first thing the next morning we did (and so did he) from our five "deer country" regional offices.

Dead deer, no-fault insurance, or motor homes may not be your assignment. But if it has to do with something about insurance, chances are we can help.

Because we're the largest insurer of homes, cars and small boats in the world, lots of newsmen call us regularly. We use the phones, a Telecopier®* and an experienced PR firm to give them—and you—fast, no-nonsense answers.

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CATCH-lines

By Lenora Williamson

JUST ONE OF THOSE DAYS—The saga of one day in the life of Jerry Flemmons, travel editor of the *Fort Worth Star-Telegram,* is worth recounting, fracture by fracture. It all began in Florida when a hotel operator forgot to give our hero a wakeup call. While hurriedly packing to catch his plane for Dallas with no time for breakfast, Jerry ripped the front out of an expensive shirt when a hanger slipped. Then, the limo driver was 30 minutes late arriving for the drive to the airport, and once there Jerry's bag was placed on the curb. A car ran over the bag.

Next scene: The plane lands at Love Field and Jerry pulls his coat from the overhead rack, dragging an oxygen bottle along with it. Bottle cracks his nose. And then, he waits an hour for a limo to take him home to Fort Worth—his wife had forgotten to drive to the airport to pick him up.

* * *

PRACTICING WHAT SHE PREACHES—Amy Vanderbilt minds her thank-you manners. Catch-lines got a cheerful thank-you note the other day for mentioning her etiquette column and that recent lecture on manners to New York taxi drivers. Amy said she had gotten clippings on the lecture from everywhere, including the *Rome Daily American, International Herald Tribune* and *Mexico City News* and particularly enjoyed Warren King's cartoon on the event in the *New York Daily News.* She now has that one in a collection of original cartoons about her writing and lecturing career—the collection, explains Amy, hangs on the wall of her library john, "a nice modest place for this display."

* * *

UP IN FORT FAIRFIELD, MAINE the editor of the weekly *Review,* Kingdon Harvey, often criticizes the town's mail service. So when the town's $42,946 revenue-sharing check wound up in Harvey's mailbox he held on to it until the weekly issue appeared with a headline, "Did Town Get $42,946 checks," and the letter that came with the check. Harvey then took a walk to the town office and turned in the check. Town Councilman Donald Eisensmith was reportedly not amused and hinted the council might take up the matter and might even ask Harvey to pay two days' interest—$61. "I'm not going to worry about it," said Harvey.

* * *

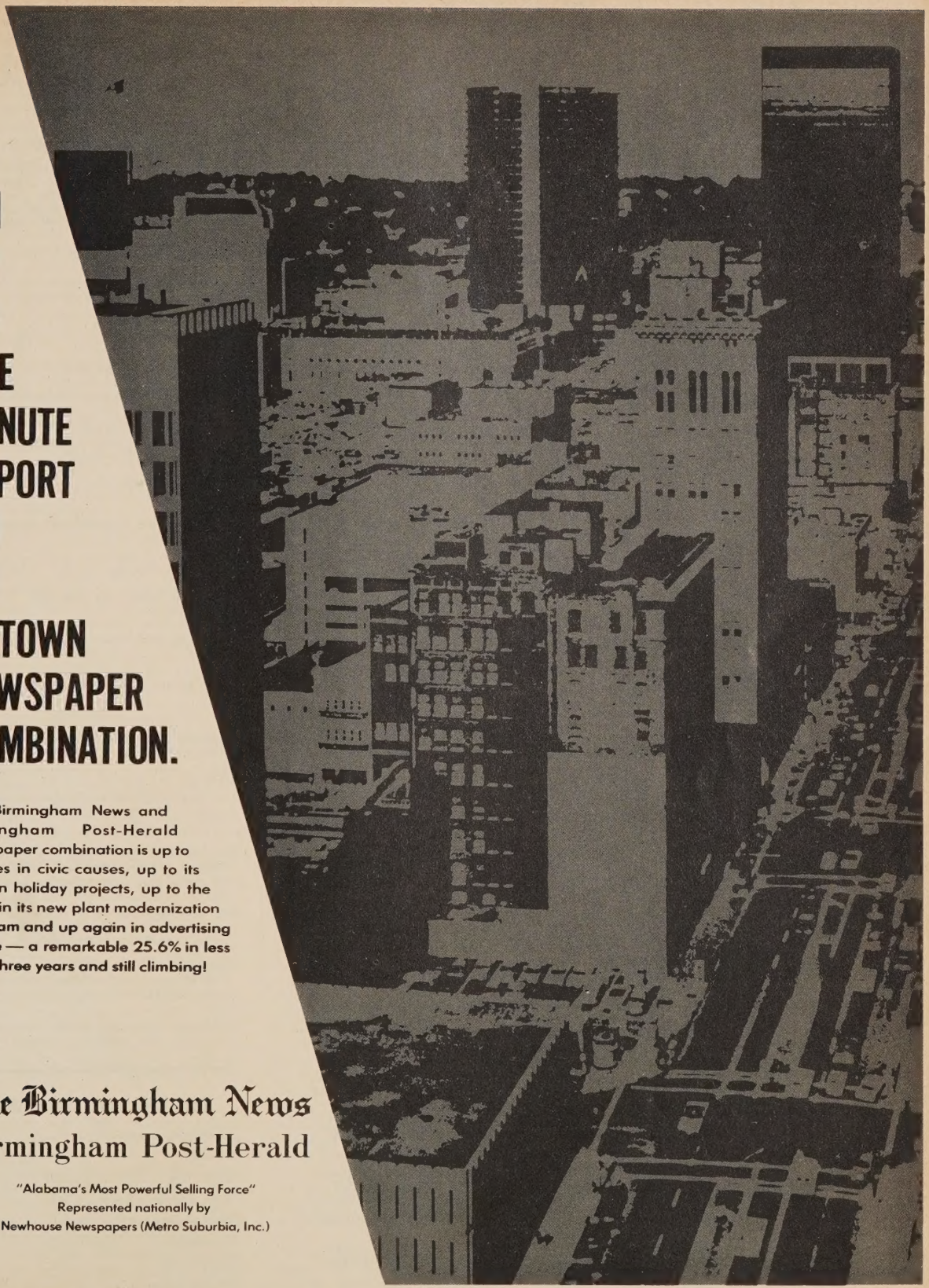
"WHAT A DAY FOR A CRISIS" commented a *London Sun* headline as the royal wedding was overshadowed on front pages by the energy crisis and other gloomy economic news. The *Guardian* forecast that Princess Anne will succeed in leading her own life to a large extent. "She is a determined woman who knows what she wants and has won for herself a high place in her chosen sport." But, says the newspaper, it's a pity that in doing so she found it impossible to get on with the national press. "Unfortunately for the Princess it is not possible to belong to a Royal Family and also to be left alone—like Howard Hughes or Greta Garbo."

* * *

IT'S A POOR TIME FOR RICH TASTES observed the neat head in the *Albany Knickerbocker News-Union Star* for a page one Robert Basler tour of gourmet food shops in light of spiraling food costs. Robert found store owners saying that local gourmets are approaching a moment of truth between their taste buds and pocketbooks. For instance, one shop which sold the last of its snake meat will, if reordering, charge triple what the snakes sold for before. So now there's a snake shortage too?

* * *

JUST IN TIME TO SOLVE THE FUEL SHORTAGE—A Wayne Dunham digest of informative consumer-type notes for Tempo section of the *Chicago Tribune* notes: "After you've read the newspaper, put it under the bottom sheet of your bed. Survival experts say the newspapers will keep you warm during winter by preventing body heat from escaping thru the mattress."



AN UP TO THE MINUTE REPORT ON AN UPTOWN NEWSPAPER COMBINATION.

The Birmingham News and Birmingham Post-Herald newspaper combination is up to its eyes in civic causes, up to its ears in holiday projects, up to the mark in its new plant modernization program and up again in advertising linage — a remarkable 25.6% in less than three years and still climbing!

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Birmingham Post-Herald

"Alabama's Most Powerful Selling Force"
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Editor & Publisher

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Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

Charter Member, Audit Bureau of Circulations
Member, American Business Press, Inc.

6 mo. average net paid June 30, 1973—25,271
Renewal rate—75.18%

The Oldest Publishers' and Advertisers' Newspaper in America

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Advertising Production Manager: Bernadette Borries.

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Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

'Open season' on the press

Once again it is "open season" on newspapers and everyone is going to take a pot shot at them with the slightest opening or provocation (See Shop Talk, page 48).

John Quinn, president of the AP Managing Editors Association, reported he had 15 wires and calls in the 36 hours following the President's televised appearance in Orlando, Fla., and the majority expressed support for the President. It is not unusual for people to express their views about Presidential appearances in telegrams and phone calls to the White House. In this case, it was unusual for them to direct their messages to the head of an association where the President had spoken and there is no doubt that expressions of support carried the implication, at least, of being *against* the newspapers because the meeting was billed as that sort of a confrontation.

On the APME program two sports figures took the opportunity to make snide remarks about newspaper sports writing. Howard Cosell belittled newspaper sports writers as "house men" for team owners writing surrealistic nonsense and absurd items. Attacking the falsity of recent stories about his freedom being curbed by ABC, he charged "none of the reporters that put out that story contacted me and that is the final indictment of the proficiency of your people."

Billie Jean King, when asked why Bobby Riggs had given her such poor competition, quipped: "Are you one of those who are spreading the story that he threw the match?"

Earlier this week in New York City the president of the Uniformed Firefighters Association was caught in the falsification of strike vote figures. He told a tv audience that his falsification was the fault of the press because he had been badgered and needled by reporters.

Quinn urged managing editors to launch a counter-offensive to change this apparent lack of confidence in the press. He recommended that newspapers apply fundamental basic police reporting techniques to bring the newspaper closer to the community. The only thing that matters, he said, is that "we all get the whole damn thing right."

And he's right!

Energy crisis—what can you do?

Newspapers have traditionally come to the fore in finding ways to solve or alleviate local and national problems. The energy crisis is no exception.

Last week E&P reported the *Quincy* (Ill.) *Herald-Whig* is publishing free classified ads to encourage car pools for commuters. In spite of the newsprint shortage during which many newspapers have had to curtail in-house promotions, the use of white space and "freebies," this device will be appreciated by readers as a public service.

A letter from an E&P reader in last week's issue states newspapers have a great opportunity for leadership in the growing fuel crisis. Many editors have already sounded off on the subject of elaborate electrical Christmas displays.

There will be hundreds of ideas generated by newspaper editors and E&P will do its best to pass them around.

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etters

DOW JONES ELECTION

While I and my supporters among em-loyes of Dow Jones & Co. were delighted at *Editor & Publisher* (Nov. 17) should ave given almost a page to coverage of ir union's recent biennial election at the *'all Street Journal*, I believe it's important at several errors of fact be corrected.

Your correspondent, Paul Tharp, was in-orrect in stating that the Independent As-ociation of Publishers' Employes (IAPE) epresents employes "including the *Na-onal Observer*." Despite the fact that APE's new president does sell advertising pace for the National Observer, employes that publication aren't part of IAPE's argaining unit and aren't represented by a nion.

The correspondent referred to "months lively campaigning." This was inaccurate. ndeed, campaigning was deliberately re-ricted to only a few weeks by election com-ittee rules that also prohibited use of the nion's bulletin boards and dispensed with n election edition of the union's newsletter.

There were only two slates, not three, hough there were three presidential ndidates. Only the winning slate "cam-aigned vigorously" against The Newspaper uild. The writer unintentionally distorted e thrust of my campaign in stating that I edged to affiliate with organized labor, if ected. The main thrust of my campaign as a pledge to investigate affiliation with a nion of the membership's choice—not, nec-sarily, The Guild. Moreover, I also em-hasized that if, having investigated affilia-on possibilities, IAPE's membership didn't ish to affiliate, then IAPE would remain on-affiliated.

The current contract expires Jan. 31, 975—not in two years as stated by Tharp. He indicated that only "some drivers and essmen" are represented by international nions. In fact, all Dow Jones employes except those represented by IAPE and ose without any representation whatso-er) are members of locals affiliated with ternational unions.

Tharp stated that it was "ironic" that utgoing IAPE president Martin Hollander as promoted from Journal copy editor to management news position. Hardly ironic. ather, some would say, customary. Man-gement ranks are replete with former of-ials of IAPE and, indeed, the point was ade during the campaign that some su-ervisors currently are members of the nion.

Tharp included in the union's major ex-enses salaries for "two full-time admin-trative employes." IAPE doesn't have any ll-time employes.

Tharp's statement that many of my cam-aign needles "jabbed at Hollander and in-mbent directors" is erroneous, though I d contend and remain of the opinion that APE is dominated by the company.

While it's true that my campaign did in-ude a pink, heart-shaped mailing, Tharp the only person to my knowledge who drew "an obvious reference to a so-called sweetheart contract." Despite being an acknowledged, consistent and vociferous critic of IAPE and the contract in general, I feel bound to disassociate myself from any suggestion of a "sweetheart" arrangement in the accepted usage of that term.

Tharp stated that reporters' scales range from "about $240 to $400 weekly." As of next Feb. 1, the minimum scales for reporters will range from $217.75 weekly (beginners at Dow Jones) to $357.75 (after five years with Dow Jones).

Tharp stated that "IAPE didn't gain its muscle until 1969 when it won the 8-out-of-10 (union security) clause and was transformed from a loose organization into an efficient bargaining force." There are those who are convinced that IAPE still hasn't any muscle, that it didn't "win" the 8-out-of-10 clause so much as "accepted" it to avert imminent collapse, and that, far from being an efficient bargaining force, IAPE still leaves much to be desired in any comparison with organized labor.

Finally, the name of Dow Jones & Co.'s chairman is spelled Kerby and the correct spelling of my name is as in my signature below.

ERIC FRANKLAND

(Frankland, a copy editor for the Wall Street Journal, headed the losing slate in the recent IAPE officer elections at Dow Jones & Co. Tharp was a copy reader with the company.)

* * *

OLD NEWSPAPERS

Today it is in fashion to save newspapers for recycling. The call of the "old rag man" and his horse and wagon are gone forever. But printers will always make the pressmen's cap; and people will still use newspapers when caught in a rain shower.

In former days the entire family found uses for old newspapers. Dad spread them on the floor to catch drippings when painting or papering a room; Mom put up her hair in paper curlers, or wrapped out-of-season clothing in them to keep away the moths; Boys made boom-a-laddy hats to play soldier, or sailed little home-made paper boats in the bathtub; while girls cut out paper dolls from the society and women's sections. Kids had fun reading the old Sunday comic sections on rainy days, that were piled high in the attic playroom.

Other uses are recorded by yesteryear's authors as follows:

- In "The Old Curiosity Shop" (1841) Charles Dickens wrote: "On a small shelf of its own, the dunce's cap, made of old newspapers and decorated with glaring wafers of the largest size."
- In "Knitting-Work" (1859) Benjamin P. Shillaber wrote: "Ike, who was engaged in making a kite out of the last *Puritan Recorder*, that the dame had lain by for her Sunday reading."
- In "Little Dorrit" (1855) Dickens wrote: "If Maggy will spread that newspaper on the window-sill, my dear, remarked the father complacently and in a half whisper to Little Dorrit, my old pensioner can have his tea there."
- In "The Widow Bedott Papers" (1856) Frances Miriam Whitcher wrote: "The bunnit (bonnet) was pinned up in a newspaper."
- In "Barnaby Rudge" (1841) Dickens wrote: "Sir John, fanned himself gently with the newspaper, and nodded."
- In "Baby Sylvester" (1875) Bret Harte wrote: "Here were the walls fancifully papered with illustrations from the *London News*."
- In "Under the Lilacs" (1878) Louisa May Alcott wrote: "Many pictures, cut from illustrated papers of races, animals, and birds, were stuck around the room, giving it rather the air of a circus or menagerie."
- In "Of Human Bondage" (1915) W. Somerset Maugham wrote: "Many of the windows had been broken and were clumsily repaired with strips of French newspaper." And also: "Mary Ann brought in the *Times*. Mr. Carey shared it with two neighbors. In summer, Mrs. Carey, when she was making jam, often asked her for a copy to cover the pots with."
- In "The Haunted Man" (1848) Dickens wrote: "A small man sat in a small parlor, partitioned off from a small shop by a small screen, pasted all over with scraps of newspapers."
- In "Pendennis" (1850) William Makepeace Thackeray wrote: "We will respect Mr. Pen's first outpourings (love-letters), and keep them tied up in the newspapers with Miss Fotheringay's string, and sealed with Captain Costigan's great silver seal."
- In "Dombey and Son" (1848) Dickens wrote: "Mr. Dombey ordered the furniture to be covered up—bell-handles, window-blinds, and looking-glasses, being papered up in journals, daily and weekly."

RALPH J. SHOEMAKER

(Shoemaker, 67, is a retired newspaper librarian living in St. Petersburg, Fla. He worked for the former Philadelphia Public Ledger and Philadelphia Evening Public Ledger from 1920 to 1942 and for Louisville (Ky.) Courier-Journal from 1947 to 1963.)

* * *

READER WRITES EDITOR

The attached letter to us from J. Manly Smith of Bishopville, S.C., a frequent letter to the editor writer, is somewhat different to say the least:

Only an Ode

I had written a letter/a rare work of art/as in my opinion/I showed I was smart.

When the letter was printed/I read with a start/that biased ol' editor/had left out the best part.

My morale slowly lifted/my thoughts were affected/with editors experience and skill/I had been protected.

I seem to learn slowly/I may try again and again/while in my reflection/I find the editor my friend.

W. E. RONE JR.

(Rone is editorial page editor of The Columbia (S.C.) State.)

Short Takes

Miss —— was shot in the stomach of her third floor apartment at about 8:40 p.m.—*Boston Globe.*

* * *

For a different cocktail taste treat—chop three endives fog dipping into a mixture of mustard and sour cream.—*Los Angeles Herald-Examiner.*

* * *

Before you buy a new or used truck, see us for a bitter deal.—*Cape May* (N.J.) *Star & Wave.*

WAR IN MIDEAST



Photo by Eddie Adams

HOW THE NEW YORK TIMES DEPLOYED ITS FORCES

If you're a New York Times News Service subscriber, you know exactly how The Times mobilized its newsgathering resources to report the Middle East conflict. But if you're not, we think you ought to know.

Covering from the Israeli side—

Terence Smith, Times bureau chief, on his second tour of Israel, has also seen action in Bangkok, Saigon and Washington • *Charles Mohr,* Times bureau chief in Nairobi, who covered the 1964 Presidential campaign, the 1967 Six-Day War and the Far East for The Times • *Henry Kamm,* now stationed in Paris, has covered Eastern Europe, Moscow—as bureau chief—and Southeast Asia • *Craig Whitney* has reported from Washington, Saigon and, most recently, from Bonn.

Reporting from behind Arab lines—

Henry Tanner, former chief of The Times bureaus in Moscow, Paris and at the United Nations, now Cairo bureau chief • *Edwin L. Dale Jr.,* who stopped off in Cairo, returning from assignment in Nairobi • *Juan de Onis,* whose current beat is Beirut, has covered Latin America and was the first full-time staffer in Cuba after the Castro takeover • *Eric Pace,* who covered the 1967 Six-Day War and the Palestinian guerrilla uprising in Jordan, has been to Vietnam, Cairo, Paris and, now, Beirut for The Times • *Robert Phelps,* news editor for The Times Washington bureau was vacationing in Beirut when hostilities broke out • *Raymond H. Anderson,* now stationed in Belgrade, was rushed to Cairo, where he formerly served as bureau chief.

Full coverage and analysis—

Drew Middleton, The Times military correspondent, delivers analysis from New York. Developing news on the Middle East and the ceasefire negotiations at the United Nations is covered by *Flora Lewis* and *Kathleen Teltsch. Hedrick Smith,* Moscow bureau chief, and *Christopher Wren* are reporting the scene from the U.S.S.R., while The Times Washington bureau delivers the news from the nation's capital.

Which is why The New York Times News Service keeps giving some 375 clients around the world the full picture of the Middle East situation. More information from: R.R. Buckingham, editor and general manager, or Richard Long, manager, at (212) 556-7087.

THE NEW YORK TIMES NEWS SERVICE

229 West 43d Street
New York, N.Y. 10036
(212) 556-7087

Neuharth says 25-cent daily needs newsroom excellence

By Jerome H. Walker, Jr.

The economics of the newspaper business dictates a 25-cent daily, perhaps in ve years, Allen H. Neuharth, president f Gannett Company Inc., told the Associted Press Managing Editors Association lovember 17 at Walt Disney World, Flor-la.

Even today, he suggested, a good newsaper is easily worth as much as a cup of offee. The public, he said, is getting a nique dividend from its investment of 10 ents in a paper.

In some areas, Neuharth said, it may ake 10 years before the daily newspaper takes its rightful place alongside the cup f coffee."

The newspaper industry, in his view, is n a state of catching up in its attempts o combine great journalism, smart newsapering, good business and effective leadrship. He appealed to the editors to bring ll those ingredients together.

Dividends for reader

"You can, you must go home and make he first moves that will help carry your ewspaper to new conquests, to new acomplishments, to new payouts that will ncrease the price-earnings ratio of the ews columns, that will pay the readers till greater dividends," Neuharth declared.

The bureaucratic approach to the naion's economic ills, Neuharth charged, ails to understand what a product costs, r what it's worth. As a result, he said, rtificial and arbitrary handicaps prohibit ewspapers from producing better prodcts at higher profits.

With their removal, Neuharth pledged, ewspapers would be better, the economy ould be better and the nation would be etter.

He asserted that some of the governent economists who are hobbling newsaper publishing earn less than some reorters and are worth less than some copy oys.

Reduction of newsholes

The chief operating officer of the Gantt group of newspapers spoke to the ditors after the presentation of a comittee survey on what newspapers have een doing to conserve newsprint. This howed that 291 papers had reduced news ontent and 48 had cut back on advertisng content. The composite of 174 dailies howed a reduction of 5½ columns of hard vire news as the average. Some papers ad cut local news by an average of four olumns a day.

The biggest slash was noted in large ewspapers that curtailed their stock narket reports. The cutback ranged from ½ to 16 columns daily.

Other victims of the newsprint shortage have dropped a variety of syndicated features, comics, newspictures and artists' illustrations.

Newsprint shortages have also made some papers revert to makeup and format of the days before the great face-lifting exercises in the past decade—less extravagant use of white space, smaller body and headline type and ad-news mixtures on open pages were cited.

Crunch may end in 1974

A survey on the newsprint supply situation was highlighted by a forecast by Ron White of the Gannett Newspapers that the crunch may be over sometime in 1974, after users have countered the producer's moves.

Concerning conservation efforts, Neuharth said that "newshole spending strikes to the guts" of good business. Good business now calls for publishers who are enlightened on the need for professional editing and for editors who are enlightened on the need for profitable publishing, he added.

The publisher, Neuharth said, has an obligation to put all the newshole where the editor needs it to serve the reader, not where it will suit advertiser positions, or composing room convenience or pressroom hardware.

"The editor in turn," he said, "is obligated to use every newshole inch to tell the reader what he wants and needs to know, not to suit the overwriting of his reporters nor the habits of his editors, nor the extremes of his layout engineers, nor the feature preferences of his mother-in-law nor the editing prejudices of any single group."

Neuharth suggested these other opportunities: 1. Using overtime to cover emergencies, not to cope with sloppy schedules; 2. using beats to develop expertise, not to provide security blankets; 3. using vacancies to upgrade staff, not grab the next warm body; 4. using travel to give enterprise to the reader, not as ego trips for the staff; and 5. using all the other smart moves a good editor can make in beating both the publisher and the reader at their own games.

After improving management of the newsroom, Neuharth said the editors should turn to their colleagues on the advertising side for cooperation in "screwing down those percentage newsholes which dictate space to match grocery and tire linage instead of news needs."

He called on editors, too, to confront the production department "to corral that overnight rustler who is running away with your precious live news columns by loading them down with canned copy for convenient composing room handling in advance."

Thirdly, Neuharth said, the editors must deal with the circulation department "to squeeze out every last second of time wasted by inadequate editioning, improper truck routes and unrealistic on/off times which mean the difference between the latest ball score and no scores at all."

Great journalism, Neuharth concluded, requires increasing news talent which in turn deserves increasing newsroom pay.

"A newspaper," he declared, "cannot survive on love or as a charitable foundation. Nor should it operate as a charity or as an act of love, no matter how much all of us love this business. A newspaper must be vigorously independent of love, of charity, of any other subsidy that might influence it. The reader must understand the virtue and the value in paying for that independence."

In a similar theme, James E. Sauter, executive vicepresident of the Booth Newspapers, asserted that newspapers can meet their responsibilities to all at a much higher level if they use more effectively their very considerable resources—"a group of able people who feel very deeply about their opportunity and obligation to serve."

"That can be done," he said, "along the lines of excellence by application of the proven principles of management, applicable specifically to newsrooms."

He commented on a survey that revealed that 75 percent of the managing editors responding had no formal training and 66 percent said they "manage by the seat of their pants."

Trends are emerging, he said, that will leave no choice in management. "You will have to give the troops an opportunity to participate in decisions and related processes." He advised initiating the participation now "because it is the most powerful and rewarding way for a group of people to work together."

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Globe receives service award

The *Boston Globe* is the winner of the 1973 public service award of the Associated Press Managing Editors Association for its investigation and series of articles on illegal betting in Boston.

The winning series—"Betting in Boston an Open Book"—represents one of the most extensive investigations ever conducted by the newspaper.

The series took four months to prepare and 16 staff members under the supervision of Jack Driscoll, assistant executive editor, and Timothy Leland, assistant managing editor. Both participated in the "street work" the project entailed.

The series named businesses and was accompanied by photographs of people and places named. Libel suits, totalling $6 million, have arisen from publication of the series.

APME: Nixon, Cosell

Nixon to send 'fact sheets'

The White House is sending a batch of "fact sheets" to the editors of 10,000 newspapers with the hope they use the material.

"I want the facts (on Watergate) out, because they will prove that the president is telling the truth," President Richard M. Nixon said in a televised news conference (November 17) with members of the Associated Press Managing Editors at Walt Disney World in Florida.

"I trust you will use them.

"If you feel that you need more information, write to me and I will give it to you.

The first copies were distributed at the meeting.

The President answered 17 questions during a 63-minute exchange with the editors. Prior to the quiz, editors had prepared about 100 questions. They were screened by an executive committee and an orderly procession to microphones was arranged.

Within a few hours after the session, the AP moved the text—about 9,000 words—on a Dataspeed machine. The majority of writers seized on five words—"I am not a crook"—for their leads.

Standing offside, presidential press secretary Ron Ziegler appeared to be quite happy with his boss' performance and joined heartily in laughter at little impromptu remarks about the press.

Ziegler "planted" one question for John Quinn to ask after Nixon fluffed a statement about the guilt of former aides H. R. Haldeman and John Ehrlichman. He had said, in reply to a question, that he would consider them guilty until proven not guilty. Quinn suggested that he "may have misspoke yourself" and the President responded, "Yes, I certainly did, if I said that. Thank you for correcting me."

The President opened his longest news conference by saying Jack Horner, veteran *Washington Star* reporter, had once warned him that editors could ask tougher questions than the White House press corps.

He warmed up to the occasion with the second question, asked by George Gill of the *Louisville Courier-Journal*. For nine months he told his story of the co-called "missing" tapes of critical White House conversations with principals in the Watergate affair.

When Joseph Ungaro of the *Providence (R.I.) Journal* and *Bulletin* inquired about the president's income tax payments, Nixon replied in some detail and commented, "Obviously the Providence Journal has much better sources than I have to find such (tax) returns. I congratulate you, sir, for having such a lively staff."

At the end of an answer to Harry Rosenfeld of the *Washington Post* on surveillance of his brother, the President remarked, "May I say that I like your sports page. And make sure that Shirley Povich doesn't get paid too much for what I said here."

In another reference to tax deduction matters, Nixon suggested to the editors that if they didn't know about such things as cattle ranches and "all those gimmicks' they should query their publishers who know all about them.

When the promised one hour of quizzing was up and Quinn rose to give the traditional "thank you, Mr. President," Nixon pointed to the television camera and said, "Keep on me . . . The movie tonight is lousy anyway."

The president had pleaded for some editor to ask him about the increase in the milk subsidy. No such inquiry coming up in the allotted time, he volunteered his explanation, putting the blame on congress, using about two minutes of overtime.

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Applaud Cosell on sports attack

Howard Cosell berated and belittled sports writers in all media and won a big round of applause from an audience of about 500 newspaper editors and their families at an APME session in Walt Disney World this week.

In his characteristic style of bombast and egotism, the tv lawyer-commentator accused newspaper sports writers of being "house men" for team owners, writing surrealistic nonsense and absurd items, and keeping alive a view of professional sports that is obsolete instead of "telling it like it is."

Cosell told at length how he has covered significant sports events and has turned sports coverage into entertainment commanding top ratings on television. In a parting shot, Cosell charged that recent stories that his bosses at ABC had curbed his freedom were absolutely false.

"None of the reporters that put out that story," he declared, "contacted me and that is the final indictment of the proficiency of your people."

Cosell shared the platform with Billie Jean King, who quipped about her conquest of Bobby Riggs in the celebrated tennis match. Asked by an editor for her opinion of why Riggs had given her such poor competition, the tennis star fired back: "Are you one of those who are spreading the story that he threw the match?"

Mrs. King appealed to the editors to give favorable publicity to the new organization, World Team Tennis.

It was announced that the Cosell-King dialogue had been filmed for presentation later on a television show.

Nixon receptive to a shield law

President Nixon indicated to members of the Associated Press Managing Editors at Walt Disney World (November 17) that he might sign a qualified reporter shield law.

"It is an open question," he said in a news conference with the editors.

If such a bill comes to his desk, he said, he would have to weigh it against what he would consider to be the national interest.

At first, in reply to a question by John Finnegan, *St. Paul* (Minn.) *Dispatch & Pioneer Press*, the President said he shared the objective.

"I believe," he said, "that reporters, if you are going to have a free press, ought to have some kind of a shield, except, of course, if they are involved in criminal activities."

Obviously, he noted, a shield law can't protect reporters who are criminally involved.

If the bill that comes to him is "proper," the President said, he will sign it. But he would have to take a second look at it if he felt that the general public believed the privilege went beyond the national interest.

The President added that he had read some editorials on the subject and found that "the newspapers of the country are not united on this. So I am not trying to duck the question. It is an open question."

Meanwhile, he said, he has directed Attorney General Saxbe to follow this practice on subpoening newsmen: "Any federal case involving a reporter will not be brought unless it comes expressly to the Attorney General and he approves it. That is a pretty good shield, I think."

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Job for newspapers: restore credibility

Managing editors were urged this week to "launch a counter-offensive" to regain press credibility by the President of the Associated Press Managing Editors Association.

John C. Quinn, president of APME, who is vicepresident-news for Gannett Newspapers Inc., based this observation on telegrams and phone calls that he received following the Nixon press conference that was held Saturday evening.

Quinn did not go so far as to say that there were signs of a national backlash against the press. But the three telegrams read by Quinn were critical of the press and strongly in favor of President Nixon. He later told *Editor & Publisher* that in the 36 hours since the televised press conference, he had gotten 15 wires and calls. He said the majority were in favor of the President.

To change this apparent "lack of confidence" in the news media, Quinn recommended that newspapers apply the same

(*Continued on page* 37)

SDX urges end to 'freebies,' changes name at convention

By Luther Huston

The 64th convention of Sigma Delta Chi, the national journalism society, unanimously adopted a new newsman's code which urges the end to all freebies. The convention, held in Buffalo, N.Y., was attended by nearly 700 delegates representing professional and campus chapters.

The new code warns against acceptance of "gifts, favors, free travel, special treatment or privileges . . . Nothing of value should be accepted" by journalists or their employers.

The new code updates one that was passed in 1926, which did not mention the acceptance of gifts. The new code reiterates provisions warning against secondary employment. Unlike the original code, it stresses that newsmen should avoid "political involvement" which could compromise news judgements.

Changes name

In other action, SDX changed its name from Sigma Delta Chi, Professional Journalistic Society to the Society of Professional Journalists—Sigma Delta Chi.

As at many current journalist conferences, Watergate was a major topic of discussion. The opening panel at the Buffalo convention was on "Watergate and the Press." Panelists were Ben Bradlee, executive editor of *the Washington Post*, John Chancellor, NBC News anchorman, and James Doyle, former *Washington Star News* reporter. Doyle was recently public affairs assistant on the staff of special Watergate prosecutor Archibald Cox.

Bradlee said that one benefit to journalism resulting from Watergate was that it "has given some publishers some guts." He warned the media, however, not to revel in self congratulation over its part in the breaking of the Watergate case.

Presidential manipulation

Bradlee noted that White House attempts to manipulate the press were not peculiar to the Nixon administration.

"I don't know anyone who manipulated the press any better than John Kennedy. He played it like a banjo," Bradlee said, and press encounters with President Johnson were "something like being licked for eight hours by a St. Bernard."

Doyle did not think Watergate would cause the press to change its style or techniques. "The press after Watergate probably is going to be just like the press before Watergate," he said.

Marquis Childs, who was the main speaker at the convention, praised the press for its part in "exposing corruption, deceit and wrong doing in high places."

Persistently, courageously and often against a blank wall of denial by the White House the press has brought to light one sordid scheme after another. A record seldom if ever equalled in the history of investigative reporting, it has played the principal part in showing the rot in government and the fall of an administration that only 12 months ago was reelected by the largest landslide in history.

Media face crisis

"There is excellent reason for congratulation. But the interval of self-congratulation had better be brief. We bandy the word crisis about in Washington too freely, although no one can argue about the magnitude of what is threatening the capital today. The media today face a crisis putting in question its very existence as a free and independent body.

"This audience does not need to be told how serious is the enroachment of government on the independence of the media. But I suggest to you that there is an even more serious threat to the freedom of the business most of us are in. That is the crisis of public confidence in the press."

Childs said the principal reason for this was "that we have failed to tell our own story. The failure is in not giving the public a frank and full account of our problems. We are great at digging out and publicizing the troubles of the ITT and the big oil companies. But we too often behave as though our business was something sacrosanct, existing by divine fiat and above that right we so frequently proclaim, the right to know.

"With respect to the future of an independent media, I have deliberately used the word survival because I think that is what is at stake. The pursuit of excellence must be part of the effort to maintain freedom with independence, he added.

Chauvinism criticized

Women in journalism was another major topic at the convention. Current opportunities and problems facing women journalists were discussed by panelists Vince Spezzano, director of public service for Gannett Newspapers, Christy Bulkeley, editorial page editor of the *Rochester* (N.Y.) *Times-Union*, Patricia O'Brien, reporter for the *Chicago Sun-Times* and Paula Brookmire, women's reporter for the *Milwaukee Journal*.

Bulkeley said her climb to the top had not been easy and it was quite a few years before she advanced from compiling weather reports and writing obituaries to covering politics and writing editorials.

O'Brien, who is now on leave for a Nieman Fellowship, added that "there are many talented women in this business who are working hard and not getting the top rewards they should."

Brookmire, took a dim view on both male chauvinism and paternalism. "We are getting tired of women getting the big-hearted treatment," she said. She advised the young women in the audience, most of them journalism students, to use civil rights laws to get jobs, promotions and equal pay for equal work.

Condemns executive privilege

In a report submitted to and adopted by the convention the Society's Freedom of Information Committee condemned President Nixon's use of executive privilege and warned that continued use "could mean the end of our open government and the rights of the free press."

The report said that the President's claim to be the sole judge of which documents and witnesses from the executive branch of government would be made available for testimony represents power to curtail "any independent investigation of government agencies."

Shield laws, which would protect newsmen from forced disclosure to courts, grand juries or other investigative tribunals of the identity of confidential sources of information should conform to national standards, Judge David Brofman, a Probate Court Judge in Denver told the convention.

"The issue of newsmen's privilege is clearly affected with a national interest," Judge Brofman said. "Lack of uniformity in the application of a newsmen's 'shield' would undercut the interests it is designed to protect."

Judge Brofman is chairman of an American Bar Association Study Committee on Shield Law which will recommend provisions it believes should be included in newsmen's privilege legislation. The Committee's report will be submitted to the ABA's House of Delegates at its meeting in Houston in February.

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Call for more help in censorship fight

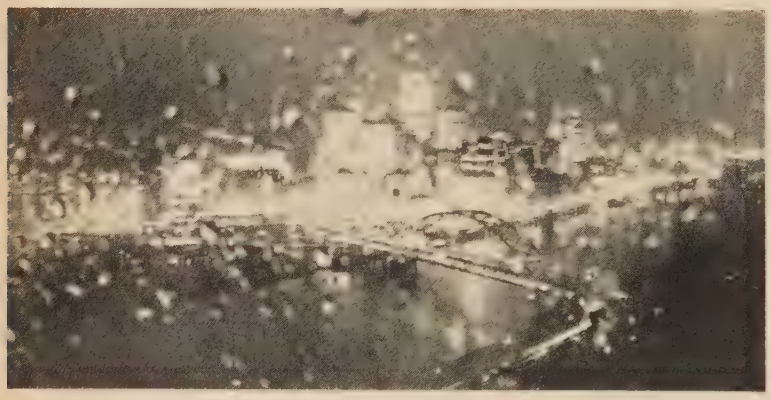
Newspaper editors and broadcasting officials aren't giving too much help to the Freedom to Read Committee of the Association of American Publishers, charges Ken McCormick, editor at Doubleday Publishing Company and chairman of the committee.

Richard M. Schmidt, Jr., general counsel for the American Society of Newspaper Editors and Washington counsel for the American Association of Book Publishers and McCormick spoke at a luncheon of Sigma Delta Chi Deadline Club in New York City Nov. 20.

McCormick outlined the strategy of his committee in the wake of the June 21 Supreme Court ruling which states that local community standards may be applied as a test for obscenity. Starting January 1, when state legislatures will reconvene, the committee will be concentrating its efforts "on alerting individual citizens to the danger of censorship and getting them into the grubby business of fighting." McCormick cited two examples of this localized strategy, the Media Coalition Group's defeat of Proposition 18 in California in June, 1973, and current efforts by various Pennsylvania publishing representatives to redefine restrictive county censorship guidelines.

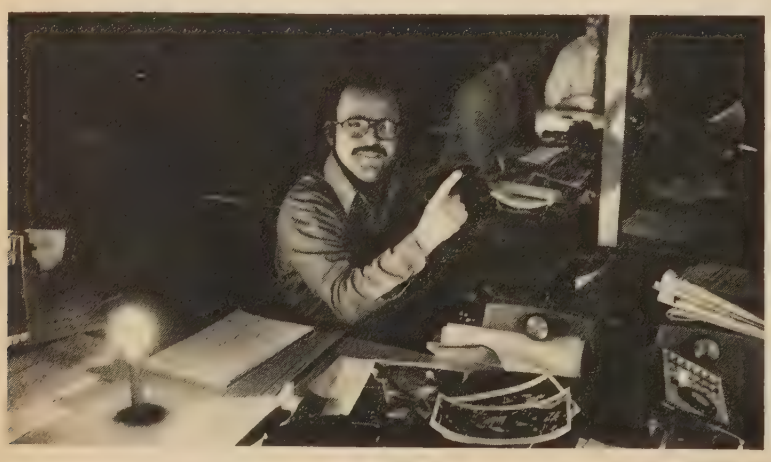
Watts on/ or off?

Mid-November produced some early holiday picture/cartoon treatment of spiraling energy news—the Thanksgiving Day peg being used by some cartoonists and Christmas by others; the Christmas "non-lights-up" evening resulting in an unexpected photo in Pittsburgh; and a sports department indulging in a fun and games candlelight ploy.



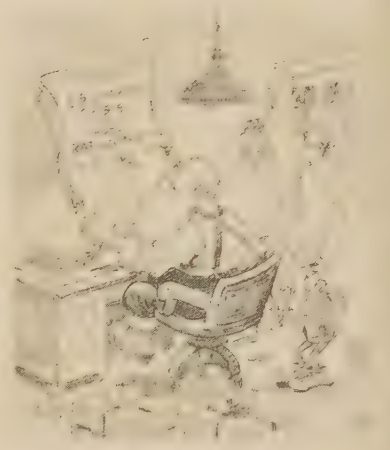
After the annual Pittsburgh "Light-Up Night" ushering in the Christmas shopping season was cancelled by sponsoring associations, the Pittsburgh Press Roto Magazine ran a 1972 scene, shot through a rain-soaked Duquesne Incline window by chief photographer Dale Gleason and explained the city wouldn't be treated to the 15-million watts display this year. On what would have been light-up night, Gleason went at twilight to another vantage point overlooking the city to shoot the anticipated darkened Golden Triangle. He waited for a time and then made the photo (below) which the Press ran 5 columns with the caption beginning "Somebody Didn't Get The Word . . ."







Dick Wallmeyer
Long Beach (Cal.) Independent, Press Telegram



Bruce Shanks
Buffalo Evening News

The sports department of the Wilmington (Del.) News-Journal worked away nonchalantly in candlelight arranged by staffer Matt Zabitka after front pages were filled with energy crisis stories. Other editorial staffers drifted in to look at "the crazy people in sports" and photographer Fred Comegys arrived to document the event as Don McDermott, makeup desk, holds up one finger to signify the department's No. 1 rank in energy conservation.

Energy bill gives President power to 'ban' advertising

By Mark Mehler and Jeff Mill

The Senate has passed and sent on to ne House a bill giving President Nixon weeping powers to conserve energy—ncluding banning advertising.

The bill (S.2589) passed Nov. 19 by a ote of 78-6 calls for the President to resent a plan to the Congress within 15 ays. The plan would be designed to re-uce energy use in critical areas by 10 ercent within 10 days after the measure s worked out, and by no less than 25 per-ent within four weeks.

One provision of the bill, however, giv-ng the President power to "ban all adver-ising which encourages increased energy onsumption," had a number of Senators nd advertisers in a quandary last week.

Sen. Alan Cranston (D.-Calif.) was articularly concerned about the agueness of the provision and wondered f it wouldn't also give the President the ight to ban car, appliance, or any ads, ince most advertising, he said, can be nterpreted as encouraging increased con-umption.

Cranston assured

On the Senate floor last week, Sen. Henry Jackson (D.-Wash.) the bill's spon-or, and Sen. Cranston engaged in a collo-uy in which Jackson assured the doubt-ng Cranston that he didn't intend for he bill to give the President unlimited ower. Jackson said the bill was directed rimarily at utility advertising that "in-ited waste of energy." An example might e an ad advocating changing from oil or as to electric home heating, Jackson aid.

In addition, the bill requires the Pres-dent to present his plan to Congress for ongressional approval.

"Sen. Jackson's statements on the intent f the bill are right in the record," said nn Wray, a legislative aide to Cranston. So if the President comes in with propos-ls to ban all energy ads, for example, the ongress will know this is contrary to the ntent of the bill, and will defeat it easi-y."

In addition, said Wray, Jackson assured keptical colleagues that the ban is only irected at advertisers, and not to news-apers or other media directly.

Aside from the necessary Congressional pproval, however, there is no limitation n the President's power. Wray conceded his was a defect in the bill, which came p in the drafting in the Interior Commit-ee and couldn't be overcome.

However, several Senators, including Sens. Cranston, Mathias (R.-Maryland), nd Haskell (D.-Colo.) were sufficiently ssured to vote for the bill. The vote on the 17th roll call was an overwhelm-ing 78-6.

One dissenter, Sen. Mark Hatfield (R.-Ore.) was not convinced that the bill contained adequate safeguards, for any-one.

"The ad clause is just another example of a perfectly neat little exercise in vagueness," said Hatfield aide Steve Hickok. "As far as the Senator is con-cerned, the bill gives the President blan-ket delegation to do about anything he wants, including banning advertising."

"I'm surprised there wasn't more re-sponse to the bill from media and adver-tisers," said Wray. "One reason, I sup-pose, is that the bill was only introduced by Sen. Jackson October 18 and was marked up in two days and out of the committee."

Despite Jackson's explanations, there will be cases where ads fall into a middle-ground. It is too early to foresee any cases now, Senators agree. "Ads will have to be considered individually," said Wray.

In the event of a court test, it is pos-sible that the lower courts, as they have done in the past, will use the 1942 Supreme Court Valentine vs. Chrestensen decision as a peg on which to sustain gov-ernment regulation of advertising.

Advertising exempted

That decision exempts "commercial speech" from First Amendment protec-tion.

"All we know now as far as the courts are concerned," said Robert Sack, of the New York law firm of Patterson, Belknap, and Webb, "is that the commercial speech decision still has some viability. The Su-preme Court has only dealt with the limit-ing of advertising issue in the context of illegal advertising, as in the *Pittsburgh Press* want-ad case.

"Personally, I think the law will be upheld, but I am very uneasy about its implications."

Sack said in the event the law is used to destroy the economic viability of newspa-pers by banning advertising on a wholesale basis, the courts would probably strike the law down.

"However, even if the commercial speech provision is overruled in the Su-preme Court, the Court still might decide the national emergency takes precedence and let the law stand. As I said, it's an ominous development."

Conservation themes

Utility and other fuel advertisers, to whom the bill is directed, have been using conservation themes in their ads for some time, however.

Robert Holden, Potomac Electric & Power Co. ad manager, said the bill might be challenged eventually since it takes away management prerogatives. "Nobody may bother to fight it out now," he said, indicating that fuel companies were not advocating increased consumption any-way, "but what about when the shortage ends?"

The energy crisis has not yet had much effect on newspaper advertising, other than arousing concern from executives. Most utilities changed to institutional-type advertising several months ago.

"I haven't noticed any cutbacks yet this year," said Tom Eicher of McCann-Erickson in New York. "But as far as next year is concerned, we're praying."

More image ads

"In general, we're seeing and will con-tinue to see a shift from selling products to ads that keep the firm in the con-sumer's mind or institutional type ads like Mobil and Exxon. Of course, even if De-troit is selling only 11 million cars this year because of the shortage instead of 11½ million, that's still a lot of product advertising they'll have to do."

"There will definitely be cuts in adver-tising," said one security analyst special-izing in the newspaper field. "There will be fewer new products coming out and retailers are going to have fewer items to sell. However, large national advertisers are going to have to keep up at least a minimum of image advertising no matter how bad a recession we get."

A Toronto professor told the Canadian Advertising Advisory Board last week that shortages might affect as much as ⅓ of all national and local advertising in the U.S. and Canada.

Professor Alice Courtney told the semi-nar that advertisers have already begun cutting budgets because product shortages make advertising "economically unjustifi-able." (E&P November 17).

Some major newspapers have already noticed a slight "softening" or slowdown in national advertising revenue in the fourth quarter of 1973.

According to security analyst Charles Rolo of Thomson and McKinnon in New York, several newspapers have had their profits dip from 5-6% in the third quarter to 3-4% this quarter.

"We're seeing the beginning of a reces-sion now," he said. "Our index shows the recession beginning back in September, but as in past recessions, there is a three or four month lag at the beginning and end before people notice."

Guarded reaction

Reaction from spokesmen for several major advertisers and industry groups has so far been guarded both in regards to the energy crisis and the possible effect of the Jackson bill.

Thomas Crowe, ad director of the *Indi-anapolis Star* and president of the Inter-national Newspaper Advertising Execu-tives, said it is "probably a little early to tell" the possible effects on advertising of the energy crisis.

But Crowe did indicate any program of gas rationing could hurt newspaper ad salesmen attempting to make calls on cus-tomers. Stores in the Indianapolis area have indicated they may abandon Sunday store hours, but Crowe indicated that "at the start", this "could increase" newspa-

(*Continued on page* 38)

Promotion

By George Wilt

SHOPPING CENTER SEMINARS

A series of advertising workshops conducted for Hawaiian shopping centers by the *Honolulu Advertiser* and *Honolulu Star-Bulletin* have proven helpful to shopping center promotion people and merchants. In addition, the sessions have given birth to a series of four booklets that should extend the instructional program in even wider circles, according to Wilfred (Bill) Berman, promotion and marketing manager for Hawaii Newspaper Agency.

The workshops have all been held in cooperation with the management of a shopping center, held in the center, and limited to those merchants with businesses located in the center, according to Berman.

"This gives us a closer working relationship with the shopping center people, and makes it possible to gear our remarks to their specific situations," he said.

The workshops consist of two sessions, held from eight to ten on two consecutive mornings. (The hours had been picked to give enough working time, and still get the merchants back to their stores soon after opening time at 9:30.) Attendance is usually 25 to 50, with a maximum of 50 attendees.

Berman pointed out that the purpose of the sessions is to broaden the thinking of the merchants about advertising, and get them to see that it is an integral part of all their other functions—selling, displays, merchandising—and not "just one more job they have to do." And, to get that message across in a limited time.

The first day of the workshop is devoted to advertising planning and budgeting. While this opener is primarily a lecture, Berman does give the group a problem to work out.

The second day of the workshop is spent on advertising copy and layout, and seems to generate the most interest among the retailer. Berman said that he made good use of Bureau films, and also went through the newspaper discussing good and bad points of various ads. The class was then broken down into small groups to actually work on producing ads.

In addition to the two major subjects, mention is also made of the newspaper's research program and ad layout and copy service.

Instructional booklets

The four booklets that followed as a natural adjunct to the seminars are: "What's this thing called Advertising all about?", "How do you plan an Advertising budget?", "How do you write an effective ad?" and "What's this thing called Co-op all about?"

Each booklet consists of five to ten pages of offset-reproduced typewritten text, plus an attractive cover. Bill Berman points out that he has borrowed extensively from the Bureau of Advertising and other sources.

Now that he has some interesting leave-behinds for his seminarians, Bill says that he is thinking of adding more sessions, held in the newspaper's own conference room for a single four-hour period.

* * *

ST. PETE GROWTH—The *St. Petersburg Times* and *Evening Independent* have released "Florida Suncoast Growth Report '73-'74." The tabbed, spiral-bound file booklet includes sections on market growth, circulation, the year-round market, ad classifications such as automotive, drugs, financial, liquor, food, travel and real estate, the Floridian magazine, ranking, and special sections. Included are tables, charts, maps and plenty of full-color illustrations. Copies are available from Laurence T. Herman, vicepresident—sales and marketing.

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SPOKANE '74—Expo '74 World's Fair gets a plug in the Spokane Marketability presentation of the *Spokane Spokesman-Review* and *Daily Chronicle*. The fact folder, with sections on ranking and circulation, coverage, food drugs and automotive, is available by writing to Jack Collins, general advertising manager, or offices of CWO&O.

* * *

HUNTERS—A record class of 1,128 young people officially qualified as "Michigan Safe Hunters" and got shoulder patches to prove it, at the 10th annual *Detroit News* Young Hunters' Safety Clinic. Students rotated through six instructional stations during the day, receiving intensive instruction in safe field procedures, first aid, safe storage of guns and ammunition, farmer-hunter relations and hunting laws. Each student had the opportunity to fire five rounds of ammunition at targets.

The clinic called on the services of 350 volunteer instructors and workers from 15 area sportsmen's clubs, and other organizations.

* * *

PRESS CONFERENCE—The *Orange Coast Daily Pilot*, Newport Beach, Calif., provided a meaningful experience for scholastic journalists by staging a press conference with Senator Dennis E. Carpenter.

The area high school and junior college journalism students carried off the assignment so well, the Daily Pilot staff reporter George Leidal found he could build his own paper's story of the meeting on their interview and not have to put even one supplementary question to the Senator.

The program delighted journalism advisors who declared they may try to imitate it, particularly if the Daily Pilot doesn't get around to doing another one until Newspaper Week 1974.

* * *

THANKSGIVING—Up in Rochester, N.Y., the Thanksgiving Day editions are traditionally the largest issues of the year for the *Democrat* and *Chronicle* and the *Times-Union*. This year, the promotion piece for the Thanksgiving Day issue turned to also be the largest ever. The full-color coated stock piece measured 23 by 35 inches, and featured a giant, whimsical cartoon of Santa's Workshop—elves and all. Also included, of course, was a bright sales pitch, black-and-white and color deadlines, who and where to call for space reservations, and a breakdown of ad categories.

Past Week's Range of Stock Prices

	11/13	11/20
NEWSPAPERS		
Affiliated Publications (AMEX)	7½	7¾
American Financial Corp. (OTC)	12	11⅞
Booth Newspapers (OTC)	17¾	15¾
Capital Cities Bdcstg. (NYSE)	40⅜	37¼
Com. Corp. (OTC)	3¼	3¼
Cowles Comm (NYSE)	7⅜	7
Dow Jones (OTC)	24½	23¾
Downe Comm. (OTC)	2½	2¼
Gannett (NYSE)	32	32
Gray Comm. (OTC)	10½	10½
Harte Hanks (NYSE)	8⅞	8¼
Jefferson-Pilot (NYSE)	35½	35⅛
Knight (NYSE)	36⅛	32¾
Lee Enterprise (AMEX)	13¼	13¼
Media General (AMEX)	28½	25⅝
Multimedia (OTC)	17½	13½
New York Times (AMEX)	13½	13
Panax (OTC)	3	3
Post Corp. (WISC.) (OTC)	11	11
Quebecor (AMEX)	14	13⅝
Ridder Publications (NYSE)	16⅝	14¾
Southam Press (CE)	31	31½
Speidel (OTC)	10½	9½
Thomson Newspapers (CE)	14	13¾
Time Inc. (NYSE)	35⅛	33
Times Mirror (NYSE)	19⅜	18
Toronto Star (CE)	25½	24¼
Washington Post (AMEX)	20⅛	19⅛
SUPPLIERS		
Abitibi (CE)	12¾	12¾
Addressograph Multi. (NYSE)	12⅝	11⅞
Alden Electronics (OTC)	1¼	1⅛
Altair (OTC)	4⅞	4⅝
Anglo-Canadian (CE)	—	17½
Ball Corp. (OTC)	11⅞	10
B. C. Forest (CE)	23	22
Berkey Photo (NYSE)	11	10¼
Boise Cascade (NYSE)	14½	14
Compugraphic (AMEX)	31	26
Compuscan (OTC)	7⅝	6¾
Crown Zellerbach (NYSE)	34⅝	31⅞
Cutler-Hammer (NYSE)	30	26⅝
Dayco (NYSE)	14½	14⅛
Digital Equipment (NYSE)	103	94½
Domtar (AMEX)	25¾	23⅜
Dow Chemical (NYSE)	55½	55⅛
Dymo (NYSE)	18¼	17½
ECRM (OTC)	8	8½
Eastman Kodak (NYSE)	127¾	122¾
Ehrenreich Photo (AMEX)	10⅜	9½
Eltra (NYSE)	29¾	29⅛
General Electric (NYSE)	67½	62⅞
Georgia Pacific (NYSE)	39	36
Grace, W. R. (NYSE)	25⅛	24¼
Great Lakes Paper (CE)	23¾	24⅜
Great No. Nekoosa (NYSE)	51⅝	47¾
Harris Intertype (NYSE)	34½	32
Inmont (NYSE)	7½	6½
International Paper (NYSE)	45⅝	46
Itek Corp. (NYSE)	24	23⅜
Kimberly Clark (NYSE)	41	33
Log Etronics (OTC)	5¾	5⅝
MacMillan, Bloedel (CE)	35⅝	35⅛
Milgo Electronics (AMEX)	20¼	18
Millmaster Onyx (AMEX)	7½	7
Minnesota Min. & Mfg. (NYSE)	85	83¾
Photon (OTC)	—	—
Richardson (NYSE)	10⅜	10⅝
Rockwell Intl. (NYSE)	27⅝	27¼
Singer (NYSE)	48	46⅝
Southland Paper (OTC)	18¾	18¼
Southwest Forest Ind. (NYSE)	8⅞	8⅜
Sun Chemical (NYSE)	18½	17¼
Wheelabrator-Frye (NYSE)	12	13¼
White Consolidated (NYSE)	11⅞	11⅛
Wood Industries (AMEX)	9⅝	8⅝
ADVERTISING AGENCIES		
Batten, Barton, Durstine, Osborn (OTC)	13⅝	11¾
Doremus (OTC)	5	5
Doyle, Dane, Bernbach (OTC)	11½	10½
Foote, Cone, Belding (NYSE)	9¾	9
Grey Advertising (OTC)	9½	8½
Interpublic Group (NYSE)	12¼	11⅞
Needham, Harper & Steers (OTC)	9½	9
Ogilvy, Mather (OTC)	17	18½
PKL Co. (OTC)	3¼	1½
J. W. Thompson (NYSE)	12	10
Tracy-Locke (OTC)	5	5
Wells Rich Greene (NYSE)	10	9⅛

The ad mill

By Jeff Mill

Agencies wary of 67 new VHF outlets

Agency personnel contacted by *Editor & Publisher* generally reacted with caution about the possible effect on advertising the addition of 67 VHF television stations might have.

The White House Office of Telecommunications Policy released the results of a three-year study in mid-October. It said with recent technological changes, as many as 67 stations could be "dropped" in existing markets.

The report did not suggest drop-ins in New York, Los Angeles, Chicago, Philadelphia, Boston or Detroit, however. But it did suggest that as many as three stations could be added in Miami, and as many as 2 stations added in Kansas City, Dallas-Forth Worth, and Salt Lake City, among others.

Single additional stations were suggested in San Francisco, Cleveland, and Milwaukee, among other cities mentioned. The list of potential markets was limited to the top 100 television markets.

Agency personnel were hesitant to discuss the report and its implications. Many of the agency people said they had not yet read the report.

Factor to be considered

Others, however, suggested the type of programming on the additional stations, and whether adding stations would mean increasing network outlets, are two factors that must be considered in any possible advertising reevaluation.

N. W. Ayer's director of media Hans Carstensen said many advertisers would 'basically welcome" the greater selectivity that would be imposed by audience segmentation. He added that if the new stations could provide entertainment that was a proven selling success, it would almost certainly mean diverting ad dollars from other media.

Edward Papazian of Batten, Barton Durstine & Osborn said he felt adoption of the proposals would "give advertisers a greater opportunity to spend their ad dollars." William Oberholtzer of Leo Burnett cautioned that the proposal might serve only to increase network outlets for ABC, and not result in greater democratization of the airwaves, as was indicated by certain consumer groups.

The proposals contained in the OTP report would grant the Federal Communications Commission power to alter the spectrum in which stations broadcast to permit the additions outlined.

* * *

James Plugh, ad director of the *Auburn* (New York) *Citizen-Advertiser* and a director of the New York Advertising Managers Bureau has become publisher of the *Claremont* (N.H.) *Eagle*. The evening Eagle has a circulation of nearly 7500. No replacement for Plugh in Auburn has been named.

* * *

George Hammond, chairman of Carl Byoir & Associates, Inc., was awarded the 1973 Gold Anvil Award of the Public Relations Society of America, the highest honor the association can bestow.

* * *

The Archdiocese of New York has announced a $100,000 newspaper ad campaign designed to "convey an accurate picture of the life and work of today's priesthood." The ads vary from 100-1500 lines.

Each of five ads will run twice in sections of the *New York News*, and in the Westchester-Rockland Newspapers, as well as the *Staten Island Advance*, the *Bronxville Review Press Reporter* and the *Catholic News*. It is the first such campaign attempted by the Archdiocese.

The ads were prepared by volunteers from several New York agencies working with the Diocesan office of communications. In addition to the newspapers mentioned, the ads will also appear in regional editions of major weekly newsmagazines.

* * *

Ketchum International, world-wide division of Ketchum, MacLeod & Grove has announced formation with Tokyo (PR) Service and Ketchum's Japan subsidiary Botsford Ketchum International of Ketchum Advertising (Japan). Initial billings are more than $7 million.

Former *New York Times* public relations director Irvin Taubkin and former Times assistant to the publisher Nathan Goldstein have jointly formed Goldstein & Taubkin, consultants in communication a public relations.

The firm will operate in Sarasota, Fla. and Stamford, Conn. It is affiliated with Weintraub & FitzSimons Inc. New York. Goldstein had also been circulation director for the Times before retiring.

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U.S. raises prices

The U.S. government, also faced with rising costs due to higher newsprint and other prices, is raising prices on a number of its popular publications.

The Federal Register will go from $25 to $45 per year; Code of Federal Regulations up from $200 to $300; Business Conditions Digest from $33 to $45.80; Business Service Index from $5.50 to $7.20; Commerce Business Daily, from $40 to $63.50 and FAA News, up from $3.50 to $4.90. The world's most popular pamphlet, HEW's "Infant Care," will go up from a single price copy of 75 cents to 95 cents.

Vista to end

The United Nations Association of the United States has announced that it will start publishing a monthly tabloid newspaper in March. At the same time the association announced it would cease publication of VISTA Magazine with the December issues.

The 70,000-member private organization acts to promote the ideals, well-being and general effectiveness of the United Nations.

Court unit outlaws political ad restriction

A three-judge panel November 14 struck down a section of the 1971 Federal Election Campaign Act that required newspapers to enforce certain campaign expenditure regulations.

The action came in U.S. District Court in Washington in response to a suit filed by the American Civil Liberties Union. The ACLU had attempted to place an ad in the *New York Times* in September, 1972, opposing President Nixon's busing stand.

The ad also contained the names of 102 Congressmen the ACLU said deserved support. The Times refused to run the ad, citing Title I of the FECA. The ACLU then appealed to the District Court, which issued a preliminary injunction permitting publication of the ad October 27, 1972, (E&P, October 7, 1972).

Prior restraints imposed

The Court in its November 14 decision found that the FECA imposed "impermissible prior restraints" by requiring newspapers and other media to enforce the provision by obtaining candidate's expenditure certificates.

The ruling held "Title I of the Act establishes impermissible prior restraints, discourages free and open discussion of matters of public concern and as such must be declared an unconstitutional means of effectuating legislative goals."

Permanent injunction issued

The Court issued a permanent injunction barring enforcement of the Title. It added that even though the limiting of campaign expenditures was a laudable end, where the FECA and First Amendment come into conflict, the First Amendment takes precedent. There can be no "balancing act," the court said.

The court also objected to the section of the law which requires a newspaper to obtain the certificate from any candidate mentioned in an ad, even if the ad "denigrates" him. This would enable a candidate to wield "potential veto power over attempts to communicate public views."

The court also found that "the exposure to criminal penalties . . . places a severe and unnecessary burden upon the communications media."

The court also issued a declaratory judgement clarifying and restricting Title III of the FECA, the section which applied to political groups.

The Justice Department has not as yet indicated whether it will appeal the District Court panel's decision. Nor would a Justice Department spokesman comment upon the effect of the ruling on a series of apparent FECA Title I violations by newspapers that had been referred to Justice for possible criminal action by the General Accounting Office.

News Council draws blank on Nixon's media charges

By Margaret Cronin Fisk

Despite two telegrams and several telephone calls, the National News Council has received no response from White House press secretary Ron Ziegler to the Council's request for documentation of President Nixon's recent blasts at the television network newscasts.

The Council had announced three weeks ago that it would investigate charges made by the President in his October 27 press conference that the networks were guilty of "outrageous, vicious and distorted" reporting.

However, despite Council requests that the White House enumerate which particular newscasts were considered "hysterical" or "distorted", Council executive director William Arthur said there has been no response from Ziegler's office.

Council representatives have met with Ken Clawson, of the White House Office of Communications, Arthur admitted. But he said, that Clawson "just repeated what he said to the (New York) *Times* and the (Washington) *Post*."

Anti-Nixon interviews

Among the criticisms, Clawson charges (E&P Nov. 3) that the only interviews conducted by CBS anchorman Walter Cronkite were with people who are critical of the President. He also charged that the networks were guilty of creating much of the impeachment sentiment after the Cox firing by seeking out and broadcasting only negative comments.

Arthur said Clawson's charges are "the only thing we have to go on so far" in the investigation. Arthur said that Clawson would not say if Ziegler would eventually respond to the Council's requests for complete documentation of the president's charges.

Set up as watchdog

The Council was established last April under sponsorship of the Twentieth Century Fund. It was set up to act as an investigative watchdog over the press. The investigation of the President's press conference charges is the second major action begun by the Council. It is also investigating the right of reply case involving the *Miami* (Fla.) *Herald*.

The networks have indicated that they will comply with the Council's requests for specific transcripts, but the lack of documentation by the White House has held up the networks involvement in the investigation.

Arthur said the Council is now "studying synopses of news broadcasts that the President referred to, to see what they reveal." The synopses are provided by Vanderbilt University which is monitoring the network newscasts. Arthur said the Council is now analyzing the broadcast synopses from the period of the Christmas bombing of last year.

Guild board supports Nixon impeachment

The International Executive Board of The Newspaper Guild has called upon Congress to initiate impeachment proceedings against President Nixon "without further delay."

"The United States' single most important and powerful executive position, the Presidency, must have its effectiveness, vitality and credibility restored," the union's executive board said in a resolution passed November 15 at the close of its regular fall meeting. The board vote was 15 to 1 for the impeachment resolution.

The Guild came under fire last year for its pre-election endorsement of Democratic presidential candidate George McGovern. A number of observers, including some members of the Guild, considered it a partisan act that should not have been committed by a newsmen's organization. However, the full union upheld the endorsement this year.

In calling for impeachment, the Guild's Board said that it recognized that the action "may be seized upon" by the President's "apologists, and perhaps by the President himself, as supporting the accusations of biased and distorted reporting he has chosen as his last line of defense.

"We are confident the public will not be deceived . . . in fact, it is not the press that has 'distorted' the facts but the White House and the President himself."

The board members said their action was not taken as "partisans of the press" but "as citizens concerned about the general welfare" of the U.S.

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CN Telecommunications asks telegram rate raise

Canadian National-Canadian Pacific Telecommunications has applied for an 11% increase in telegram rates.

If cleared by the Canadian Transport Commission, the higher rates would take effect Jan. 15, a company spokesman said.

CN-CP is a telecommunications operation jointly owned by the federal government-owned Canadian National Railways and the investor-owned Canadian Pacific Ltd.

A 15-word telegram sent from Vancouver, British Columbia, to St. John's, Newfoundland, would cost $3.25 under the proposed rates, up from the present $3.

Y&R acquires W,R&K; enters direct marketing

Young & Rubicam has completed negotiations and will absorb Wunderman Ricotta & Kline, leaders in direct market advertising. The announcement of the action was made in New York November 20.

Wunderman, Ricotta & Kline will remain at its present New York location, and will operate as a separate subsidiary of Y&R. The action will also enable Lester Wunderman to join the board of directors of Y&R as a senior vicepresident and director of Young & Rubicam International.

Final approval of the merger awaits action by the Internal Revenue Service and by stockholders of both agencies. Wunderman said he chose to merge with Y&R at this time because "we believe that direct marketing is growing increasingly complex." He said also that "Y&R's strong network of offices overseas should be of enormous benefit in the growth of business." W,R&K billings for 1972 were $30 million.

The announcement of the merger came only a day after Y&R announced that James E. Mortensen, executive vicepresident of Y&R New York, had been appointed vice-chairman of the agency, and chairman of the operations committee of Y&R International.

James Makrianes, senior vicepresident with Y&R, has been named executive vicepresident and chairman of the Young & Rubicam New York executive committee, replacing Mortensen. Makrianes was also named to the board of directors of Young & Rubicam International.

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Distance stays same for photog Galella

A 6 to 2 decision by the U. S. Court of Appeals in New York has denied Mrs. Jacqueline Onassis' request for a full court rehearing of a three-judge ruling that reduced the distance free-lance photographer Ronald Galella must keep from her and her children.

The earlier ruling reduced from 150 feet to 25 feet the distance Galella must stay from Mrs. Onassis and from 225 feet to 30 feet he must stay from her children, Carolyn and John Kennedy. It had also lifted 100-yard restrictions from her Fifth Avenue home. Those restrictions had been imposed following a long court battle between Mrs. Onassis and the photographer early last year.

The opinion expressed sympathy for the plight of Mrs. Onassis but said the issue did not warrant reconsideration by the entire court and the court should not "infringe on reasonable efforts to cover" Mrs. Onassis.

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Naked truth

The New Zealand weekly newspaper *Truth* was fined $1,600 for printing two photographs of a nude girl on a beach. The magistrate said the paper had "gone beyond the limits of public decency."

If you want to break the composition room bottleneck with OCR . . . REMEMBER

ECRM has a family of scanning systems.

There are four models to choose from. You can pick the one that meets your particular needs.

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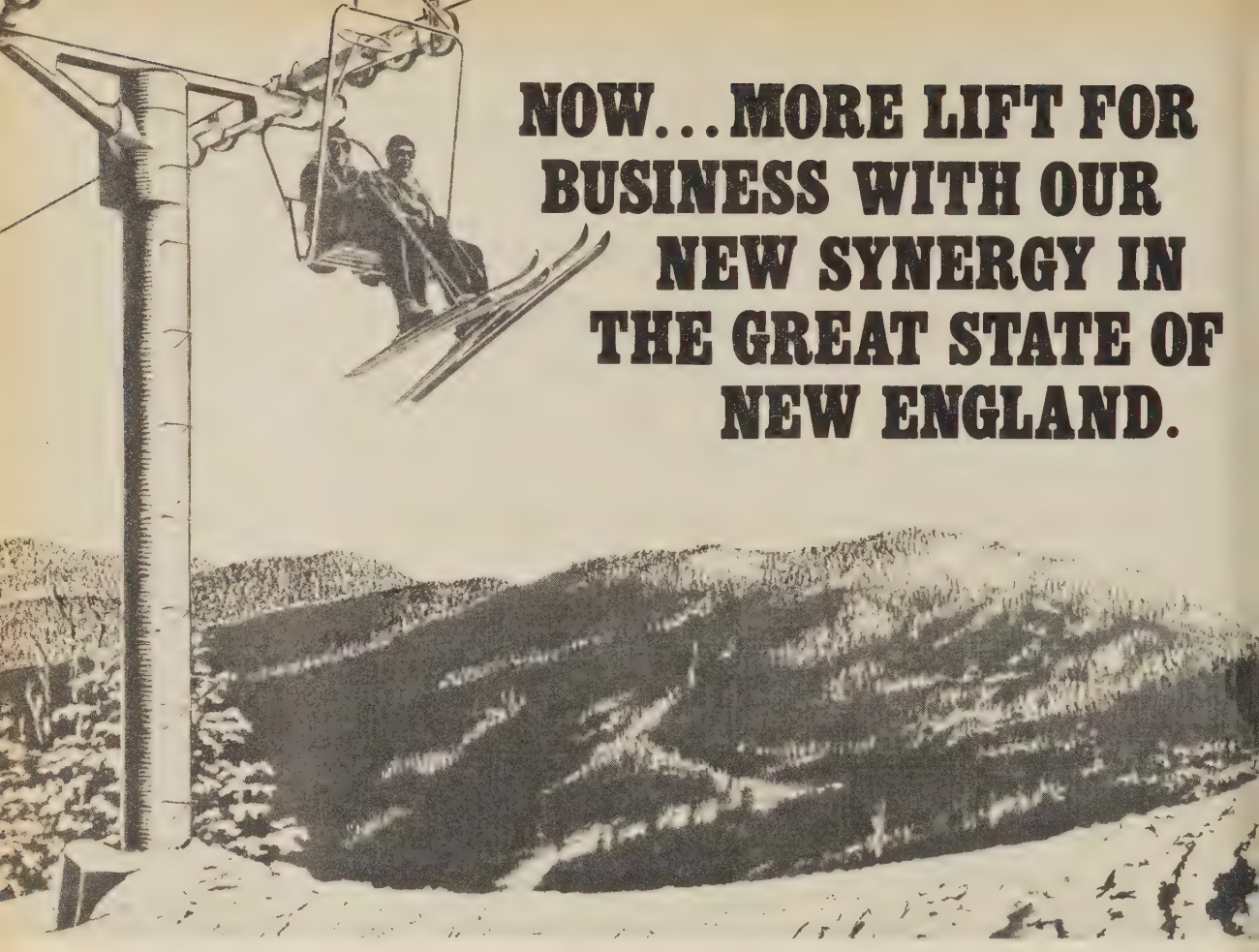
We design, manufacture, install, maintain and support our own OCR systems, designed exclusively for the graphic arts industry. We were the first. We've been at it since 1970. Call us.



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NOW...MORE LIFT FOR BUSINESS WITH OUR NEW SYNERGY IN THE GREAT STATE OF NEW ENGLAND.

New England newspapers keep you on top of the trend

Working together to achieve common aims is not exactly new for New England daily newspapers. They've been synergized to tell the New England story, sell New England markets in these pages for 55 years. Newspapers are among the important businesses that form the New England Council and, as members, support its efforts on behalf of the region's economic wellbeing.

But something new has been added. To revitalize its dual role as business booster and economic trouble-shooter, last year the New England Council set up its own OFFICE OF ECONOMIC RESEARCH in Washington, to supply data to those interested. Among the first users of this data was the NEW ENGLAND CAUCUS—the New England members of the U.S. House of Representatives—meeting every two weeks to plan legislation and promote executive action to benefit their combined constituencies. Starting in January, the 25-member Caucus will be augmented in regular meetings by the 12 Senators from New England.

New England business is good—and getting better. High-technology manufacturing, service industry growth, aggressive tourist promotion, strong and influential banks and financial institutions, and expanded foreign trade, are all big pluses for the region. Personal income, retail sales, food sales, are all at record levels, and newspapers are the marketing bridge to all these benefits. Daily home coverage here exceeds that of the rest of the nation by 13.5%, with no less than 84.2 household coverage in any New England state. It pays to synergize your selling—in newspaper-reading New England.



For news and information about New England, contact any of the newspapers listed on the opposite page, or write to **The New England Council,** Statler Office Building, Boston, Mass. 02116.

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New England
DAILY
Newspapers

MAINE
Bangor Daily News (M)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

NEW HAMPSHIRE
Manchester Union Leader (AD)
Nashua Telegraph (E)

VERMONT
Barre-Montpelier Times-Argus (E)
Burlington Free Press (M)
Rutland Herald (M)

MASSACHUSETTS
Boston Globe (M&E)
Boston Globe (S)
Brockton Enterprise & Times (E)
Fall River Herald News (E)
Gardner News (E)
Lynn Item (E)
New Bedford Standard-Times (E&S)
North Adams Transcript (E)
Pittsfield Berkshire Eagle (E)
Springfield Daily News (E)
Springfield Union (M)
Springfield Republican (S)
Taunton Gazette (E)
Waltham News Tribune (D)
Worcester Telegram (M-S)
Worcester Gazette (E)

RHODE ISLAND
Pawtucket Times (E)
Providence Bulletin (E)
Providence Journal (M&S)
Woonsocket Call (E)

CONNECTICUT
Bridgeport Post-Telegram (M&E)
Bridgeport Post (S)
Bristol Press (E)
Hartford Courant (M)
Hartford Courant (S)
Hartford Times (E&S)
Meriden Record & Journal (M&E)
Middletown Press (E)
New Britain Herald (E)
New Haven Journal-Courier (M)
New Haven Register (E&S)
New London Day (E)
Norwich Bulletin (M&S)
Torrington Register (E)
Waterbury American (E)
Waterbury Republican (M&S)

Daily Newspapers

AP 'top performance' awards are won by Mears and Jordan

The Associated Press Managing Editors Association gave the tenth annual "top performance" awards recognizing work by an AP reporter and photographer to political writer Walter R. Mears and photographer Robert Jordan during the convention luncheon in Disney World. Both received $500 and a plaque.

Mears, assistant chief of AP's Washington bureau, was honored for his spot coverage, analyses, and comprehensive situationers during the 1972 election campaign when he was AP's chief political writer and head of its Senate staff. Jordan, veteran newspaper photographer in his first year with AP, was singled out for his picture of a flaming crash at the Indianapolis 500.

For the second time in a row, the APME General News Committee announced a "first honorable mention" award for a writer—Kathryn Johnson, AP Atlanta bureau. She won this year for a series on POW experiences of Navy Capt. Jeremiah A. Denton Jr., the first returned U.S. POW, and last year for an exclusive interview with Lt. William Calley after his court martial.

Other honorable mention awards in the reporting-writing competition went to three veteran staffers in the AP Newsfeature department: John Barbour, for a story tracing increases in cost of food as it moves from farm to table; Saul Pett, for a revealing interview with President Nixon, and Sid Moody, for reconstruction of the shootout at the Howard Johnson motel in New Orleans.

Two AP photographers shared three honorable mention awards: Steve Pyle, AP Columbus bureau, for a moving photo of a returning POW being greeted by his family at the Dayton airport, and New York photographer Ron Frehm, two mentions—one for his shot of a fireman breathing life into a youngster, the other of a robber holding a gun to a hostage.

Mears, winner of the writer's "top performance" award, was named No. 2 man in the AP's Washington bureau shortly after the 1972 election. His coverage of that campaign capped a 16-year career covering state and national government.

Mears came to Washington in 1960 after covering the Nixon campaign in Massachusetts.

Jordan, winner of the top photo award, is a former *Indianapolis News* photographer who was covering his sixth Indy 500 race when he made the price winning shot. On special assignment from his AP post in Detroit, Jordan kept his camera trained on the disintegrating car of Swede Savage until airborne debris blocked his viewfinder and, literally, parted his hair. Proof: tire marks on his cap.



Photographer Robert Jordan's prize winning Indianapolis 500 photo

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Cadbury to Y & R

Cadbury Corporation announced the appointment of Young & Rubicam as its new advertising agency for its line of chocolate products effective January 14, 1974. Cadbury's previous agency was Wilson, Haight and Welch, Hartford.

Newsman bargains for lives of family hostages

Harley Sorenson, reporter for the *Minneapolis Tribune*, was awakened late at night on November 6. Two escaped convicts were holding Elmer and Joyce Wegscheid and their four children hostage on their farm in Wadena, 180 miles from Minneapolis.

Sorenson knew one of the fugitives, John Morgan, having worked with him on several stories on Stillwater prison.

On his way to Wadena, Sorenson stopped and phoned the Wegscheid farmhouse. Morgan answered. "Cool it," said Sorenson, "I'm on my way."

When he arrived, Federal Bureau of Investigation agents were swarming about the house, brought by Morgan's demand for an aircraft to fly him and his accomplice to safety.

Sorenson asked to go and speak to Morgan alone. No way, said the FBI. But Morgan, feeling surrounded by hostile forces, would not negotiate without having the reporter present.

"I was the only one there he trusted," explained Sorenson.

The reporter accompanied FBI agent Philip Enlow and local prosecutor John Plattner into the house where they met with Morgan for two hours on the following afternoon.

Morgan and his friend offered to surrender if certain demands were met. At another meeting later that night, the authorities agreed to drop federal air piracy charges and reduce pending murder charges against Morgan. The other fugitive was accused of burglary.

Morgan, however, couldn't make up his mind between the airplane and surrender. Early the next morning his mind was made up for him, when the family got outside the house while the fugitives were napping. Shortly after, they surrendered peaceably.

Sorenson, back in Minneapolis, had just written his exclusive story and was going home to get some badly-needed sleep.

He played down his role in the negotiations. "I was just an independent observer. Once in a while I'd say something, but mostly I listened. I guess Morgan felt better having me there."

Sorenson, who professed no fondness for guns, especially rifles, said he was afraid at only one point in the talks; when agent Enlow went upstairs to check on the family.

"I had visions of FBI guys pouring in through the windows and me and the prosecutor sitting right in the middle of a gun battle. I was relieved when Enlow came back down."

Sorenson said he didn't worry about Morgan losing his grip. "He's tough, but he's not crazy."

Asked if he ever told Morgan to give himself up, Sorenson said, "No. He had the guns. I just let him do what he wanted."

Should we just report it when it happens?

Or should we try to keep it from happening again?



Perhaps the greatest challenge, the most difficult task any journalist faces, is the one he must face daily.

To gather both sides of a story and favor neither. To write from the facts in his head and on his notes, without putting what's in his heart between the lines. To cast aside who he is, and be what he is. A reporter.

At Knight Newspapers, we have been extremely fortunate in assembling the kind of people from whom we can expect nothing but the most professional journalism. Because they expect it of themselves.



We believe in, and will continue to strive for that rare quality in our people and in our papers. Yet we also believe that if a newspaper fulfills only its responsibility to be the most reliable source of information in the community, it neglects an equally important responsibility.

The responsibility to be a conscience, a gadfly, a prod, a catalyst for change and improvement in that community.

This is why we encourage our editors to stand for what they think is right on their editorial pages. To stand up against what they believe to be wrong. To think, react, get involved, care, do.

In the process, they inspire readers to do the same. Perhaps because of the respect they have earned with their handling of the news.

What our editors say is not always met with agreement. But what they say in their editorials causes people to think, and to become more than spectators.

That is leadership and we are proud of it.

If we can continue to keep people accurately informed and concerned about the events going on around them, perhaps tomorrow's news will be a little brighter.

AKRON BEACON JOURNAL
BOCA RATON NEWS
BRADENTON HERALD
CHARLOTTE NEWS
CHARLOTTE OBSERVER
COLUMBUS ENQUIRER
COLUMBUS LEDGER
DETROIT FREE PRESS
LEXINGTON HERALD
LEXINGTON LEADER
MACON NEWS
MACON TELEGRAPH
MIAMI HERALD
PHILADELPHIA INQUIRER
PHILADELPHIA DAILY NEWS
TALLAHASSEE DEMOCRAT

KNIGHT NEWSPAPERS, INC.

Advertising scene

By Daniel L. Lionel

MAJOR CHAINS RESPONSIVE TO LOCAL SELLING

"If you want to understand Indians, you'd better walk in their moccasins for a while," is NAB's vicepresident for chain store sales, Christopher N. (Christo) Jackson's way of telling newspaper salesmen where the starting point is for selling the Big Three: J.C. Penny Co. Sears, and Montgomery Ward. The three companies account for 10 cents out of every retail advertising dollar spent in newspapers the Newspaper Advertising Bureau says.

Jackson, rounding out his second year with the Bureau, had plenty of opportunity to wear those figurative moccasins as media director for Sears prior to joining the Bureau in the Spring of '72. He sees his present role as a dual one: maintaining close day to day contact with the management hierarchy of the mammoth chain stores and helping newspaper retail salesmen interpret newspaper sales power in terms of the needs and interests of these key retailers.

While total retail expenditures in newspapers are currently ahead 8.4%, at the end of the first 6 months it is estimated that Sears, Penney and Montgomery Ward newspaper advertising expenditures are ahead of the comparable 1972 period by 12%. For the fiscal period beginning February 1st through July 31, here is the profit picture for the Big Three: Sears, +20%; J.C. Penney, +19%; and Montgomery Ward, +53%.

While the giant chains are taking a bigger slice of retail advertising, they are also taking a greater share of the total consumer dollar spent at the retail level. Their 12% increase in sales for 1972 over 1971 compared with an 8% increase for conventional department stores and a 10% increase for discounters. The same pattern is holding for 1973. Of course there are many factors at work here ranging from pricing to private brands along with complex socio-economic elements, yet sales promotion is given major consideration in the chains' scheme of things.

In his chain store seminars, held in different cities at intervals of about 3 weeks, Christo Jackson brings newspaper representatives from a broad radius to a central point for indoctrination in the marketing procedures of the three chains. At the same time, the one day shirt-sleeve workshop deals with basic concerning the servicing and information needs of the stores. Frequently, a ranking regional store executive is brought in to air his views. A recent seminar in Miami brought 26 newspaper retail people, representing 16 newspapers, to the 9 A.M. to 5 P.M. session.

Manager has power

Does the local chain store manager have authority to make media decisions? "You bet your boots he does!" says Jackson. While basic budgets and guidelines are set by headquarters, the choice of local media, the timing and the frequency of advertising are decisions largely in the hands of local store management with some variation from chain to chain. "And," adds Jackson, "the operatives on the local level are getting more sophisticated with each passing day. They're expected to fine-tune the overall marketing strategy to meet local competitive conditions *and* for this they need all the market data and assistance the local media can provide. Household buying studies by product category and localized circulation maps are particularly desired."

"Retail advertising salesmen should understand, however, that budgeting for these stores is done 5 or 6 months in advance and they do not look kindly on last minute announcements of special sections—particularly those of a self serving nature that some newspapers are inclined to come up with."

While budgets are prepared 5 to 6 months in advance, so too are newspaper advertisements. These are generally sent to the stores in coated proof or mat form. With a number of newspapers requesting stores to observe certain guidelines for the conservation of newsprint these days, some difficulty has arisen with the placement of 5 and 7 column ads with newspapers that have placed restrictions on such sizes. In general these have been adapted or run on an optional day basis.

Coping with such problems plays and important part in the chain store seminars. Both a morning and afternoon session is devoted to a discussion of local case histories which enable the participants to determine the best way of handling a particular situation. A frequently heard demand is for total market coverage, or greater coverage in the radius of a chain's stores. Some newspapers, such as Long Island's *Newsday*, have come up with solutions such as a combination of preprinted insert and direct mail to *computer* developed non-subscribers' homes. Other newspapers have established hand delivered shoppers.

•

Court declines review of union suit on fund

The U.S. Supreme Court has declined to review a lower court decision denying benefits from a jointly run newspaper-union trust fund to union members not employed by the two newspapers contributing to the fund. The court did not comment.

The petition was brought by International Typographical Union No. 6 and Thomas Christensen, an arbitrator The union had sought benefits for all its members from a fund set up to aid members affected by use of tape from outside sources to set stock market tables automatically rather than by hand.

Trustees of the fund representing the *New York Times* and *New York Post* contended that the union proposal violated the Taft-Hartley Act, which prohibits disbursement of monies from a joint trustee fund to beneficiaries whose employers do not contribute to it. Only those papers contribute.

The agreement with the union provided that publishers electing to use typesetting tape from outside sources, pay certain sums into the fund based on the number of composing room hours saved at straight-time hourly rates.

The union argued that the Taft-Hartley Act was not applicable because it had only sought to prevent unions from loading non-eligibles into benefit programs. The union said the question of benefits in this case was an industry problem because of the flow of employes from one paper to another, and that a serious social issue of automation was involved.

The U.S. Court of Appeals in New York ruled against the union in a split decision last June.

As Goldilocks said when she woke up: THIS PLACE BEARS WATCHING



FAST COLOR, TOO!

Only 3 days' lead time for full or spot color. For information, call Richard E. Beeler, Ad Manager. 814-944-7171.

TEST IN ALTOONA FOR EYE-OPENING SALES RESULTS, IN RECORD TIME!

It doesn't take six months of planning or a mountain of merchandise (though you may need that later) to get your test program off and running in "Test-Town, Pa." In addition to test-market essentials of typical buying power, isolation from outside influences and standard distribution patterns, Altoona offers time-saving pluses—compact size and convenient distance from the major Eastern and Midwest shipping centers.

Fast response follows your test ads here, because retailers and shoppers alike rely on one daily newspaper read by 98% of Altoona families, 4 out of 5 in the market.

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

Altoona Mirror

"We needed a press that runs on newspaper schedules and turns out magazine quality color. We found it in the Goss Metro."

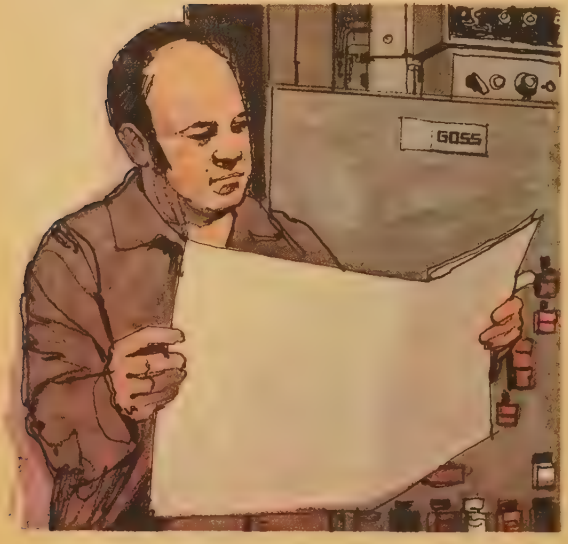
—Joel Leuchter
General Manager
Vineland (N.J.) Times-Journal*



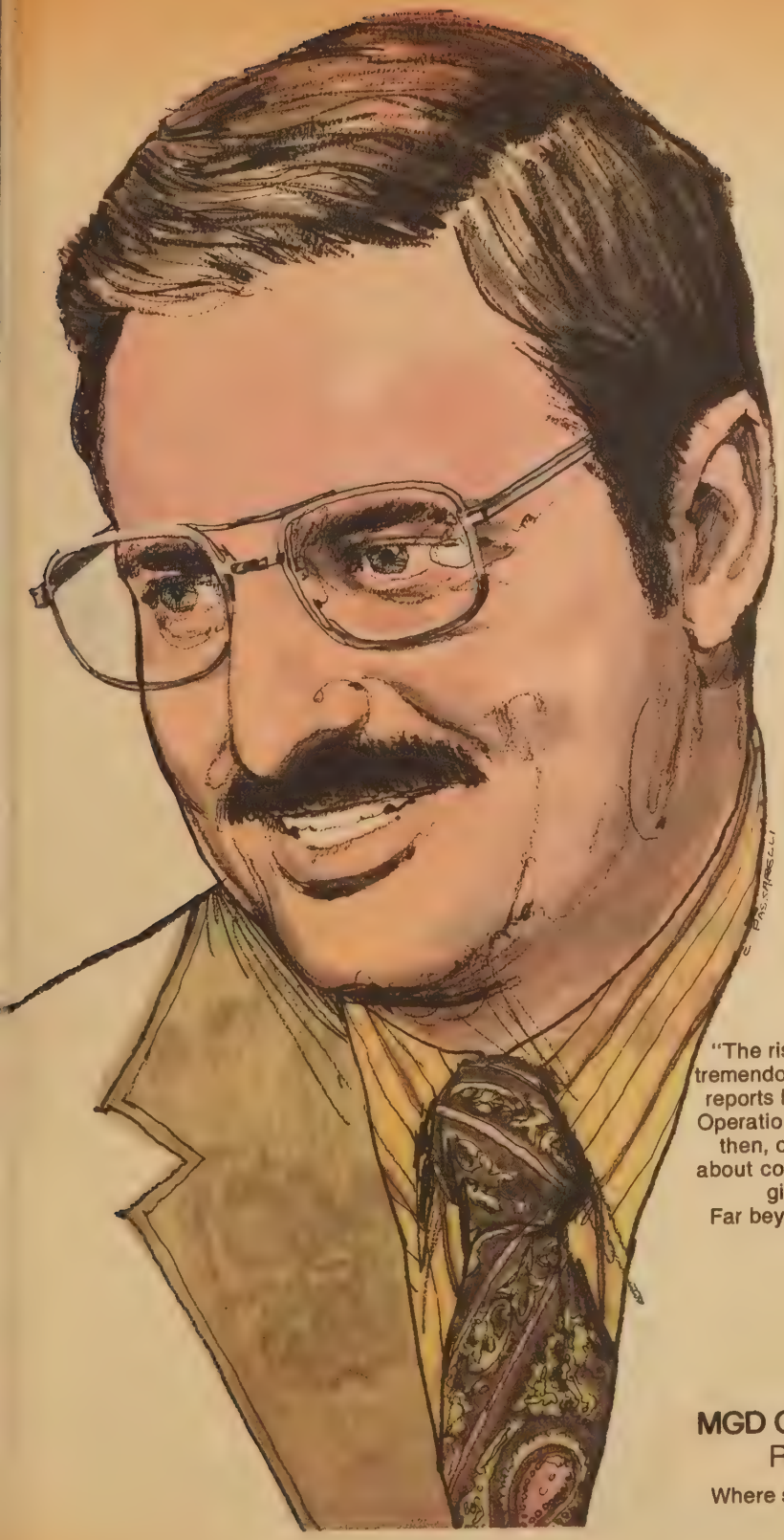
"We print Women's Wear Daily five days a week, along with the new 'W' publication. Plus circulars. It's a lot of color, too, but our Metro prints it on both sides of one web," says General Manager, Joel Leuchter.

"The press is well-engineered and Goss has a fine service organization, too."

*A division of Times Graphics, Inc., a wholly owned subsidiary of the Evening News Association, publishers of The Detroit News.



Plant Superintendent Paul Rodriguez takes a lot of pride in what the Metro turns out. "We do spot color, two-color and four-color work," he states. "With the Metro's great new control we can maintain production speed and color quality. If you maintain this press, it gives you color that doesn't take a back seat to anyone else's."



This advertisement was printed on the Goss Metro press at the Vineland Times-Journal, Vineland, New Jersey, U.S.A. For complete information on the Metro press, call or write: Goss Division, MGD Graphic Systems Division, 5601 West 31st Street, Chicago, Ill. 60650.

"The rise in our color business has been tremendous since we switched to offset," reports Richard J. Lynch, Vice-President, Operations, Fairchild Publications. "Since then, our advertisers have been tougher about color quality and the Times-Journal gives it to us with their Goss Metro. Far beyond anything we ever expected."

MGD Graphic Systems Division
Rockwell International

Where science gets down to business.

Eastern ski writers explain news values to ski industry

"I know a lot of you may not regard newspapers as your friend because we carry stories about skiing accidents, equipment failure and poor skiing conditions," Jack Smee, metropolitan editor of the *New York Daily News*, explained to a host of ski area operators.

"But whether you see good publicity or bad publicity, I think you'll definitely see more publicity," he added. "As skiing grows, we in the news business must pay attention to it because it has now come of age."

Smee was among a handful of speakers who appeared Nov. 4 before a unique gathering of eastern ski writers and ski area operators at the Colonial Hilton Inn in Pittsfield, Mass.

"If we can bring ski industry and ski press members closer together and improve communications between the two groups, then we will have automatically improved communications between the ski industry and the public," Don Metivier, a ski writer for the Glens Falls (N.Y.) *Post Star and Times*, told program participants.

Metivier is president of the 200-member Eastern Ski Writers' Association, a group of ski writers, broadcasters and photographers which hosted the program.

The day-long meeting and seminar, which explored better ways to move ski news from the slopes to the skiing public, drew nearly 200 participants primarily from eastern ski areas and from as far as Canada, Virginia and the Rockies.

The seminar comes at a time when recreational skiing is growing tremendously throughout the country. But with the thermometer up and the snow level down in most sections of the country during the past three years, the ski industry has fallen upon hard times.

Take more time

"In my years in the news business I have come to realize that the worst communicators with each other are communicators," Metivier said. "Many times we are so busy trying to get news in front of the public that we don't take enough time to talk with each other.

"I have also come to realize that many times a communicator does not devote enough time or serious effort to get to know the people he is covering," Metivier added. "I believe that to really report on an industry, that is, what it's trying to do, how it's trying to do it and for whom it's operating, we should take some time to find out more about this industry and the people who make it run."

Each speaker at the conference sought to explain his definition of what makes news or, specifically, what news is to a daily newspaper, wire service, broadcaster and magazine.

Smee, who began his newspaper career 25 years ago at the *Detroit Free Press*, told participants that, for a fact to be news in the eyes of the Daily News, the fact must consist of three elements.

"It must be happening now, it must be something that's popular and it must involve the ability to communicate with the reader on a one-to-one basis," Smee explained.

"Of course, when it comes to news of skiing, the daily newspaper is in a rather peculiar position," Smee said. "We fall somewhere between the broadcast business, which handles instant ski reports and snow conditions, and the magazine business which uses in-depth pieces about all aspects of the sport.

"I think that what you as ski area operators really want is a good presentation of what skiing is all about. But a newspaper will present an objective view of the industry, not necessarily the view you'd like to see in print all the time," he added.

Smee cautioned that news of skiing must also include the bad news of skiing when it exists. Reports of ski accidents, equipment malfunctions and even deaths on the slopes are almost certain to find their way to the headlines, Smee said, because those events meet the qualifications of news.

"You'd be foolish to attempt to keep this news from reporters," he said. "The best thing to do is to read the account and hopefully learn from it."

J. Walter Green, an Associated Press photographer, took a different view of what makes news.

"In our case, the weather is news," said Green, who has been with the wire service for the past 30 years and who is based in Boston. "We look for three basic types of pictures: unusual shots, scenic shots and subjects that are a bit different," he added.

Green explained the AP accepts pictures from stringers and public relations people. "A shot that meets one of these requirements has a good chance of moving over our wires," he said.

Green told ski area operators who handle their own press relations that they themselves can snap photos and send the film to an AP bureau for processing.

•

Paper sues over ban on Irving interview

Attorneys for the *Boston Globe* filed a civil complaint in United States District Court in Boston against the Justice Department and the Bureau of Prisons for refusing the paper an interview with author Clifford Irving.

Irving is serving a two-year sentence in the U.S. Penitentiary at Danbury, Conn. for the $750,000 Howard Hughes book hoax.

Last August, a federal judge in Houston declared that regulations prohibiting reporters from talking to prisoners are unconstitutional.

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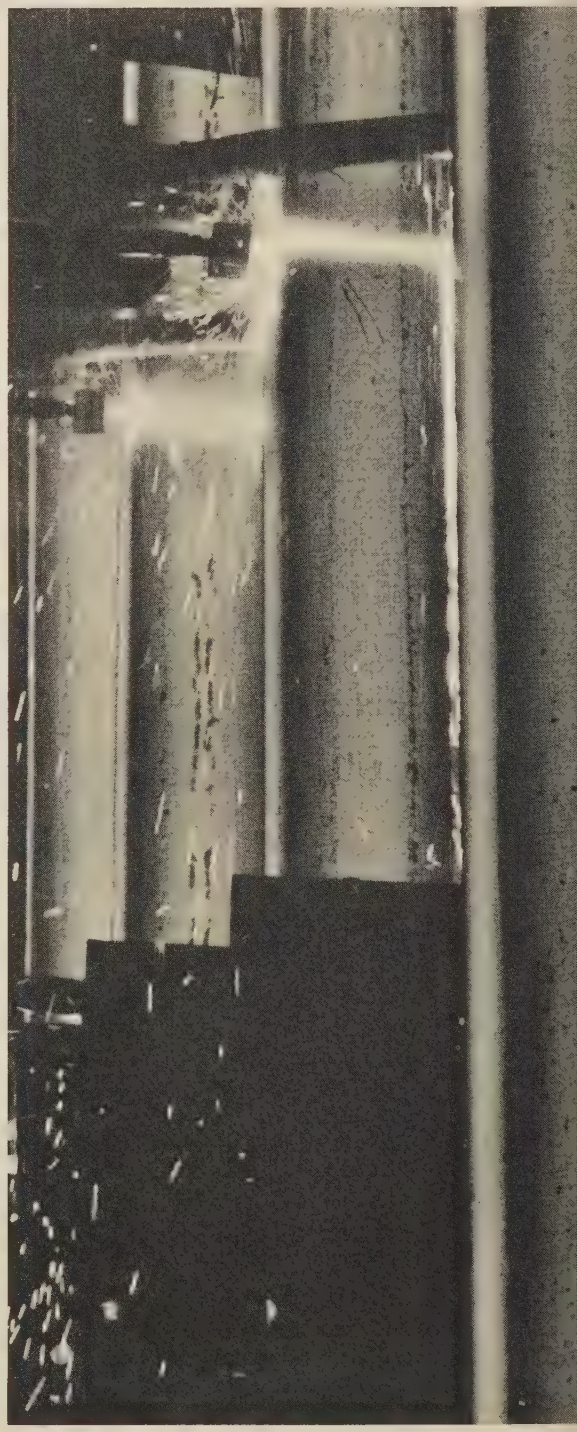
Alloy technology: One of the strengths that make us

There are times when nothing less than an alloy steel will give you the strength-to-weight ratio, longer life, or toughness required for a particular job. That's when it's time to call Republic, the country's leading producer of alloy steels.

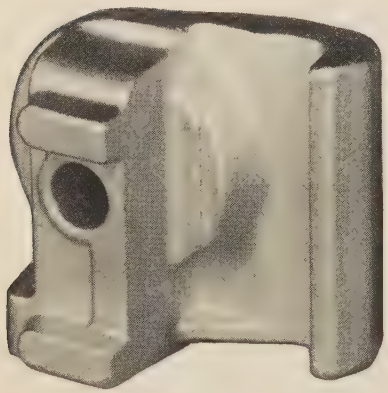
Whether it's a steel for aerospace, nuclear, anti-pollution, antiseptic or esthetic applications, or a long wearing gear or bearing steel, there's probably no alloy steel we have not already made or could not make. And that includes steels with as little as 70 percent iron or with more than 99 percent iron.

Canton, Ohio, is the birthplace of alloy steels. And nowhere in the world is there a bigger or better combination of facilities for electric furnace melting, vacuum processing, and strand casting of steels than in Republic's Central Alloy District.

When a job calls for a steel with superior performance, you probably need an alloy steel. And if more than ordinary skill in production is a must, think of Republic. Nobody knows more about alloy steels, or has produced more of them, than we have. It's one of the strengths that make us the new steel company.



Flame-cutting an alloy steel billet at the strand caster in Canton.



Alloy forgings

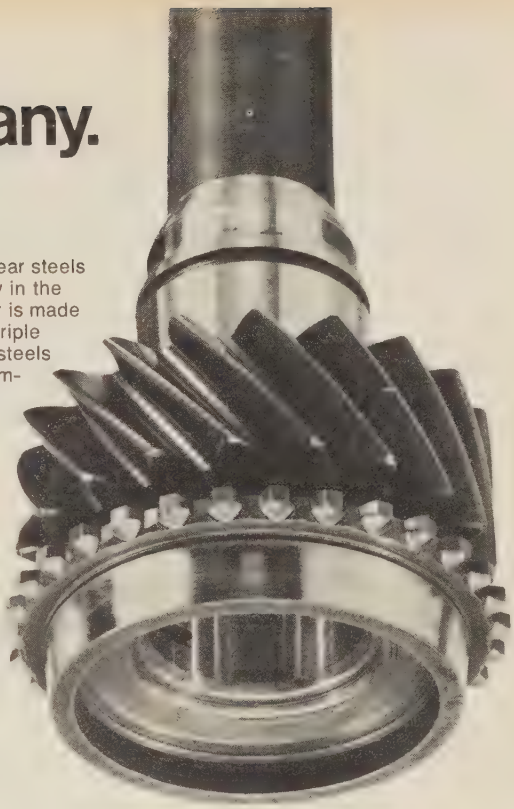
Republic has been instrumental in expanding the use of alloy steels for hot, warm, and cold forgings. This forged idler bearing replaced a casting at an annual savings of $15,000 and gave the customer freedom from porosity and surface defects, dimensional uniformity, and improved appearance.

the new steel company.

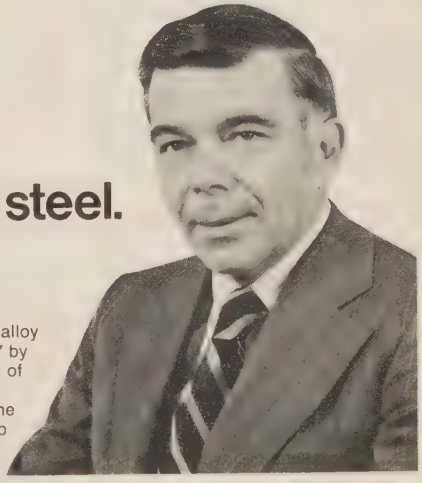


Alloy gear steels

Republic makes more gear steels than any other company in the United States. This gear is made from one of Republic's triple alloy steels, a family of steels designed for best performance and economics, whatever the job.



We do more than just make steel.



Tom Perry, Chief Metallurgist, Republic Steel:

"Large-scale commercial production of alloy steels was started in this country in 1907 by one of the companies that is now a part of Republic Steel. We've been in the alloy business for a long time, and we welcome your inquiries about alloy steels. Write to T. E. Perry, Republic Steel Corporation, Cleveland OH 44101."

Republicsteel
The new steel company

news-people

GEORGE PATERSON—retired as managing editor of *Ottawa Journal*. DAVID HUMPHREYS, formerly with European bureau of FP Publications, will succeed Paterson, who will remain with the paper as an adviser.

* * *

BRYAN PUTMAN—named vicepresident, advertising and public relations for Hallmark Cards, Inc., Kansas City, Mo. Originally a journalism student at L.S.U., Putman began his career on the *Baton Rouge* (La.) *Morning Advocate* in 1941, and worked for the United Press from 1942 to 1951.

* * *

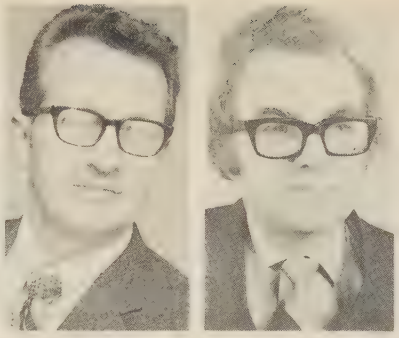
The *New York News* has announced four staff changes. MEL PINE, formerly with the *Philadelphia Daily News*, has been appointed chief copy editor, while DAN GOLDBERG will become *Sunday News* copy chief. BILL SEXTON, formerly with the *New York Journal-American*, has been named suburban copy chief and RUSS CARABINE, also previously with the Journal American, will become chief makeup editor.

* * *

RICHARD MAUTER, former news editor of *The Long Island Catholic*—appointed assistant editor. NANCY DWYER, a staff writer at the paper for five years, will replace Mauter.

* * *

RICHARD A. PRATHER—named circulation manager of the *Mt. Pleasant* (Mich.) *Daily Times-News*. Prather previously worked in the circulation department of the *Atlantic City* (N.J.) *Press*.



Wilson McKeen

* * *

VIRGIL R. WILSON—promoted from assistant city editor to managing editor of the *San Mateo* (Cal.) *Times*. Wilson, with the paper since 1952, succeeds GEORGE W. WHITESELL, who retired October 1 after thirty-three years with the Times in news staff and executive positions.

* * *

SIDNEY B. MCKEEN, assistant to the editor of the *Worcester* (Mass.) *Telegram* and *The Evening Gazette*—elected president of the New England Society of Newspaper Editors at their nineteenth annual convention. Also elected were PHILIP R. SCHEIER of the *Malden* (Mass.) *News* as vicepresident, K. ROBERT NORLING of the *Concord* (N.H.) *Monitor* as secretary, and LEONARD J. COHEN of the *Providence* (R.I.) *Journal-Bulletin* as treasurer.

* * *

FRANCES P. RYDER—joined The Hartford Insurance Group as editor of the employee publication, *Plaza News*. She is a former reporter for the *Durham* (N.H.) *Advertiser*.

* * *

Two promotions announced by the *Baltimore* (Md.) *News American*. VERNON G. SCHULTHEIS, a former retail sales manager, succeeds RAY GREENE as classified advertising manager. Greene will take a position in the Advertising Bureau in New York. ALVIN L. SILBERT, also previously a retail sales manager, will serve as retail advertising manager.

* * *

Southeastern Newspapers Corporation has announced three staff changes. RICHARD A. PHILLIPS—named classified advertising manager for the *Savannah Morning News* and *Savannah Evening Press*. SOPHIA HERRELL, personnel director for the *Savannah News-Press*—appointed personnel coordinator for Morris Communications Corporation, headquartered in Augusta. SALLY LOFTON, former political writer for the *Augusta Herald* and woman's news reporter for the Savannah News-Press—named chief of the Atlanta News Bureau of Southeastern Newspapers Corporation.

* * *

GERALD T. TACHE, publisher of the *New Bedford* (Mass.) *Standard Times*—re-elected president of the Massachusetts Newspaper Publishers Association, organized last year to watch legislative action aimed at news media. K. PRESCOTT LOW of the *Quincy* (Mass.) *Patriot Ledger* has been named first vicepresident and WILLIAM F. LUCEY JR. of the *Lawrence* (Mass.) *Eagle Tribune* has been elected second vicepresident. Other re-elections include EUGENE BARNES of the Boston Daily Newspaper Association as secretary and JOHN BROUGHAN of *The Greenfield Recorder* as treasurer.

* * *

PAULA WELDON, *Troy* (Ala.) *Messenger* news staff—transferred to the *Gadsen* (Ala.) *Times*.

* * *

BOB SMITH, *Montgomery* (Ala.) *Advertiser-Journal* advertising director—elected president of the Montgomery Advertising Club.

* * *

THOM SMITH, a sportswriter for the Broward edition of the *Miami* (Fla.) *Herald* for five years—promoted to Broward sports editor, succeeding JIM MARTZ, who becomes soccer and tennis writer for the Herald.

* * *

DOUG DELP—from the *Fort Lauderdale* (Fla.) *News* to the sports staff of the *Miami Herald's* Broward edition.

* * *

JOHN H. LOCKE—to advertising manager of the Printing Products Division, 3M Company, St. Louis, Minn. He will be responsible for all advertising, merchandising and sales promotion activities of printing markets and products.

* * *

CHARLES LEGGETT—new circulation manager of the *Akron* (O.) *Beacon Journal* and PHILIP G. KARAM—new assistant personnel manager in charge of labor relations. Leggett moved to Akron from the *St. Louis* (Mo.) *Post-Dispatch*, where he was assistant circulation manager.

* * *

DAVE FUSELIER, *Cincinnati* (O.) *Enquirer* sports writer, returned after two-year leave of absence. He formerly was with the old *Colorado Springs Free Press*.

* * *

TERRY FLYNN, United Press International bureau manager at Cincinnati, to sports writer, *Cincinnati Enquirer*.

* * *

BERNARD P. LYONS, 51, managing editor of the *Port Huron* (Mich.) *Times Herald*, has been named editor of the *Lafayette* (Ind.) *Journal & Courier*. Both papers

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- These papers deliver largest circulation of all newspapers published in the 4th A.D.I..outside of Phila. Metro.† Reach a dominant 73% of hslds in Delaware, 88% of hslds in New Castle County.
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in the news

are members of the Gannett Newspaper group. Lyons succeeds MIKE MIDDLESWORTH, who is relocating to a new editing position to be announced later. He has been editor since May 30 and joined the Journal & Courier in November, 1971 as managing editor. Lyons leaves the Times Herald after 26 years. Middlesworth was with the Times Herald as Sunday editor before going to Lafayette.

* * *

MARJORIE WIGGINS HANLEY—named food editor of the *Indianapolis News* succeeding MRS. BERTHA SCOTT, retired.

* * *

Circulation department promotions at the *Chicago Sun-Times* affect: FRANK P. CHAMBERS—to suburban and country street sales manager; RICHARD N. PUETZ—to suburban and country home delivery manager; JOSEPH SERVISS—to city home delivery manager; and WILLIAM T. SULLIVAN—to assistant city home delivery manager.

* * *

V. LEONARD HANNA, vicepresident, finance and control for the *Detroit News*, has been elected a director of the Institute of Newspaper Controllers and Finance Officers.

* * *

REX HENSLEY, offset consultant to United Media Inc. as director of systems and engineering.

* * *

REV. JOHN M. JOYCE, former editor of the *Oklahoma Courier*—appointed director of special projects for the National Catholic Reporter Publishing Co., Kansas City, Mo.

•

Paul Conrad to head Newspaper Week, 1974

Paul Conrad, executive director of the Seattle-based Allied Daily Newspapers, has been named chairman of the committee handling arrangements for the 1974 Newspaper Week which will be October 6 through 12.

Mrs. Katherine S. Smith, manager of the Arizona Newspaper Association and president of Newspaper Association Managers, Inc., the organization that takes principal responsibility for the annual observance, announced the appointment.

Representatives of the International Newspaper Promotion Association, the International Circulation Managers Association, the International Newspaper Advertising Executives, and the National Newspaper Association will meet with her and Conrad on December 20 at the American Newspaper Publishers Association headquarters in Reston, Virginia, to plan Newspaper Week activities.

Conrad was NAM president last year. A weekly and daily newspaperman for ten years, with degrees in Journalism and Law, he was general counsel for the National Newspaper Association from 1966 to 1970.

JUDITH BURKEN, journalism instructor at Kellogg Community College, Battle Creek, Mich. — named president-elect of the Junior College Journalism Association.

* * *

RICHARD E. FISHER, onetime reporter for the *Quincy* (Mass.) *Patriot Ledger* and the old *Quincy Evening News*—named national director of public relations for the Boys Scouts of America, North Brunswick, N.J.

* * *

The *Ridgewood* (N.J.) *News* has purchased the *Bergen Herald* from publisher Ruth Amster. The Herald ceased publication following the purchase and was assimilated into the Ridgewood News.

* * *

RAYMOND BIGGART, reporter for the *Toronto Sun*—appointed executive assistant to Metro chairman Paul Godfrey.

* * *

MICHAEL TU, Iowa City Press-Citizen—named president of Iowa Associated Press Wire Editors Association.

* * *

SOPHIE SMOLIAR, a city desk staffer with *PM*—who is editor and publisher of *Photo Weekly*—given a testimonial dinner celebrating her 20th anniversary in the industry.

* * *

JOHN F. BOTTIGLIERI—promoted to suburban stand sales manager, *Chicago Daily News*. He has been a district circulation manager.

* * *

HAROLD G. KERN, publisher, *Boston Herald American* and *Sunday Herald Advertiser*—awarded the honorary degree of Doctor of Journalism by Stonehill College, Easton, Mass.

* * *

HALINA J. CZERNIEJEWSKI, former AP reporter in Columbus, Ohio—named administrative editorial assistant on the national staff of Sigma Delta Chi.

* * *

HUBERT L. KALTENBACH, publisher of the *South Bay* (Calif.) *Daily Breeze*—installed as president of California Newspaper Youth Foundation Inc.

* * *

DALE CLOUTIER, onetime reporter-photographer for *Berks County* (Pa.) *Record*—resigned as assistant general manager of Lion County Safari Inc. to form his own public relations firm in Irvine, Calif.

* * *

A. C. (AL) GRIFFIN has resigned as vicepresident, advertising, of the *Halifax* (N.S.) *Herald*, Ltd. Griffin was ad manager of the two dailies in Nova Scotia since 1958, and this past summer was host to delegates attending the summer meeting of the International Newspaper Advertising Execs in Halifax. He was a past director of INAE and a past president of the Canadian Newspaper Advertising Executives Association.

* * *

ROBERT E. GREENE, 37—shifted from Washington, D.C., to Portland, Me., as correspondent by the Associated Press. Greene had been in Washington since 1971; he joined the wire service 11 years earlier. WILLIAM C. LANGZETTEL retired in Portland.

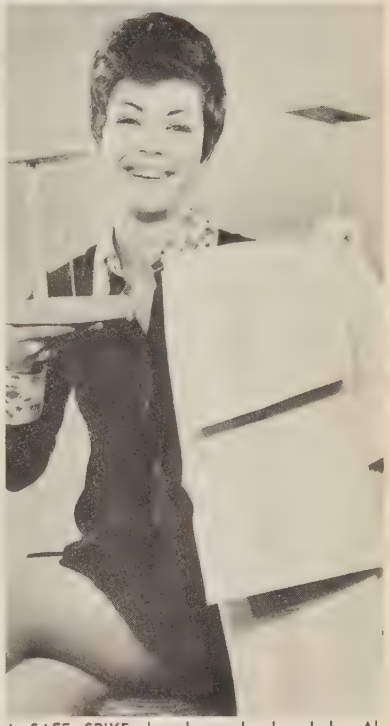
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A SAFE SPIKE—has been developed by Al Stanton, state editor for the Birmingham (Ala.) News. Stanton came up with the idea of a spike with a guard over its tip after OSHA inspectors objected to the traditional spikes in use at the News. News employe Jancie Walker shows off the device.

COLD TYPE EQUIPMENT

NAPSCO has one of the largest selections of cold type equipment in U.S. Many trade-ins from Compugraphic equipment, often priced lower than trade-in allowed.

- Justowriters
- Headliners
- Varitypers
- Friden 8201
- Photons
- Compugraphics
- Linofilm Quick
- TTS—IBM
- ATF
- Etc.

LEASES – TERMS – CASH

TRADE UP
Use your old cold type setters as down payment.

Write for new list of Used Equipment & Prices

NATIONAL PUBLISHERS' SUPPLY CORP.
Box 29, Berlin, Wis. 54923 • 414-361-0660
18 W. 22nd St., NYC 10010 • 212-691-9850

1973 September linage

The following linage tabulations have been compiled by Media Records, Inc., for the exclusive publication by Editor & Publisher. They may not be reprinted or published in any form without explicit permission from Media Records, Inc.
NOTE: Newspapers marked with code below include advertising in Parade, Family Weekly or Weekend Magazine approximate linage as follows:
*Parade—69,220
†Family Weekly—63,715

	1973	1972
AKRON, OHIO		
Beacon Journal-e	2,703,591	2,949,605
*Beacon Journal-S	1,583,914	1,199,956
Grand Total	4,287,505	4,149,561

NOTE: Part-run advertising—Beacon Journal-e This year 2,703,591 includes 9,120 lines.
Beacon Journal-S This year 1,583,914 includes 159,208 lines; Last year 1,199,956 includes 50,440 lines.

ALBANY, N.Y.		
†Knickerbocker News-Union Star-e	1,409,594	1,613,642
Times-Union-m	1,507,934	1,545,108
*Times Union-S	1,075,386	789,614
Grand Total	3,992,914	3,948,364
ATLANTA, GA.		
Constitution-m	3,633,881	3,741,376
Journal-e	4,079,502	4,098,479
Journal & Constitution-S	2,428,310	1,688,461
Grand Total	10,141,693	9,528 316

NOTE: Part-run advertising—Journal-e This year 4,079,502 includes 173,748 lines; Last year 4,098,479 includes 116,633 lines.

BALTIMORE, MD.		
*News American-S	1,002,434	760,403
News American-e	1,336,780	1,416,657
Sun-m	1,595,600	1,656,596
Sun-e	2,107,349	2,098,259
Sun-S	**2,295,593**	**1,721,675**
Grand Total	8,337,756	7,653,590

NOTE: Part-run advertising—News American-S This year 1,002,434 includes 91,152 lines; Last year 760,403 includes 101,541 lines.
News American-e This year 1,336,780 includes 19,680 lines; Last year 1,416,657 includes 33,600 lines.

BATON ROUGE, LA.		
Advocate (see note)	2,410,423	2,600,805
*Advocate-S	850,226	679,590
Grand Total	3,260,649	3,280,395

NOTE: Advocate-m and State Times-e sold in combination; Linage of one edition, Advocate-m is shown.

BERGEN COUNTY, N.J.		
Record-e	2,434,974	2,560,242
†Record-S	1,233,702	879,312
Grand Total	3,668,676	3,439,554

NOTE: Record-e published 5 days a week only.
NOTE: Part-run advertising—Record-e This year 2,434,974 includes 232,219 lines; Last year 2,560,242 includes 177,483 lines.
Record-S This year 1,233,702 includes 217,120 lines; Last year 879,312 includes 155,200 lines.

BINGHAMTON, N.Y.		
Press-e	1,493,151	1,657,472
*Press-S	576,601	513,085
Grand Total	2,069,752	2,170,557
BIRMINGHAM, ALA.		
Post Herald-m	1,504,275	1,513,008
News-e	2,499,772	2,441,705
*News-S	1,379,263	1,088,678
Grand Total	5,383,310	5,043,391

NOTE: Part-run advertising—News-e This year 2,499,772 includes 58,491 lines; Last year 2,441,705 includes 49,178 lines.

BOSTON, MASS.		
Herald American-d	1,208,223	1,251,578
Herald Advertiser-S	1,157,742	926,098
Globe-e	1,707,092	1,789,307
Globe-m	2,294,469	2,300,684
*Globe-S	2,579,644	1,867,642
Grand Total	8,947,170	8,134,309

NOTE: Globe-e published 5 days a week only.
NOTE: Part-run advertising—Herald Advertiser-S This year 1,157,742 includes 288,153 lines; Last year 926,098 includes 255,531 lines.

BUFFALO, N.Y.		
Courier Express-e	960,573	1,037,399
*Courier Express-S	1,469,292	1,077,221
News-e	3,114,441	3,277,220
Grand Total	5,544 306	5,391,840

NOTE: Part-run advertising—Courier Express-S This year 1,469,292 includes 29,080 lines.
News-e This year 3,114,441 includes 115,776 lines; Last year 3,277,220 includes 146,880 lines.
Courier Express-m This year 960,573 includes 2,513 lines.

CAMDEN, N.J.		
Courier Post-e	2,686,395	2,715,791
CHARLOTTE, N.C.		
News-e	2,177 005	2,178 150
Observer-m	2,474,089	2,659,565
*Observer-S	1,174,592	903,789
Grand Total	5,825,686	5,741,504

NOTE: Observer-m Last year 2,659,565 includes 15,379 lines of part-run advertising.

CINCINNATI, OHIO		
Enquirer-m	3,038,402	3,047,458
Enquirer-S	2,070 100	1,719 847
Post & Times Star-e	2,332,220	2,528,878
Grand Total	7,440,722	7,296,203

NOTE: Post & Times Star-e Last year 2,528,878 includes 15,120 lines of part-run advertising.

CLEVELAND, OHIO		
Plain Dealer-m	3,042,870	2,996,211
Plain Dealer-S	2,082,700	1,684,655
Press-e	2,523,039	2,604,120
Grand Total	7,648,609	7,284,986

NOTE: Part-run advertising—Plain Dealer-m This year 3,042,870 includes 125,268 lines; Last year 2,996,211 includes 110,056 lines.
Plain Dealer-S This year 2,082,700 includes 56,491 lines; Last year 1,684,655 includes 27,799 lines.
Press-e This year 2,523,039 includes 292,486 lines; Last year 2,604,120 includes 355,548 lines.

COLUMBUS, OHIO		
Dispatch-e	3,121,832	3,133,512
Dispatch-S	2,261,549	1,731,969
Citizen Journal-m	1,234,084	1,306,854
Grand Total	6,617,465	6,172,335

NOTE: Part-run advertising—Dispatch-e This year 3,121,832 includes 15,120 lines.

DALLAS, TEXAS		
News-m	3,930,509	3,819,287
News-S	1,926,252	1,341,281
Times Herald-e	3,548,739	3,531,864
*Times Herald-S	2,157,473	1,564,199
Grand Total	11,562,973	10,256,631

NOTE: Part-run advertising—News-m This year 3,930,509 includes 69,225 lines; Last year 3,819,287 includes 26,200 lines.
News-S This year 1,926,252 includes 105,633 lines; Last year 1,341,281 includes 48,400 lines.
Times Herald-e This year 3,548,739 includes 131,112 lines; Last year 3,531,864 includes 65,633 lines.
Times Herald-S This year 2,157,473 includes 52,320 lines; Last year 1,564,199 includes 77,108 lines.

DAYTON, OHIO		
Journal-Herald-m	2,427,430	2,497,502
News-e	2,609,649	2,522,899
*News-S	1,103,306	862,617
Grand Total	6,140,385	5,883,018

NOTE: Part-run advertising—News-e This year 2,609,649 includes 81,918 lines.

DENVER, COLO.		
Rocky Mt. News-m	3,669,824	3,479,860
*Rocky Mt. News-S	951,602	664,836
Post-e	3,845,972	3,811,784
Post-S	2,132,216	1,583,324
Grand Total	10,597,614	9,539 804

NOTE: Part-run advertising—Post-e This year 3,845,972 includes 115,291 lines; Last year 3,811,784 includes 128,372 lines.

DETROIT, MICH.		
Free Press-m	2,081,435	1,854,799
*Free Press-S	1,082,011	722,493
News-e	3,126,895	3,301,078
News-S	1,988,441	1,457,947
Grand Total	8,278,782	7,336,317

NOTE: Part-run advertising—Free Press-m This year 2,081,435 includes 250,149 lines; Last year 1,854,799 includes 79,776 lines.
Free Press-S This year 1,082,011 includes 246,098 lines; Last year 722,493 includes 51,596 lines.
News-e This year 3,126,895 includes 228,376 lines; This year 3,301,078 includes 339,203 lines.
News-S This year 1,988,441 includes 232,747 lines; Last year 1,457,947 includes 93,782 lines.

ERIE, PA.		
Times (See Note)	1,581,087	1,510,167
*Times News-S	860,384	639,355
Grand Total	2,441,471	2,149,522

NOTE: News-m and Times-e sold in combination; linage of one edition, Times-e is shown.

FORT LAUDERDALE, FLA.		
News-e	3,626,414	3,483,073
*News-S	1,724,655	1,211,421
News-sat.	1,102,123	902,853
Grand Total	6,453,192	5,597,347

NOTE: News-e published 5 days a week only.
NOTE: Part-run advertising—News-e This year 3,626,414 includes 96,468 lines; Last year 3,483,073 includes 86,870 lines.

FORT WAYNE, IND.		
Journal Gazette-m	1,484,401	1,577,739
*Journal Gazette-S	784,085	647,293
News Sentinel-e	2,021,667	2,060,076
Grand Total	4,290,153	4,285,108
FORT WORTH, TEXAS		
Star Telegram-m	2,063,209	2,067,557
Star Telegram-e	2,559,456	2,856,367
*Star Telegram-S	1,712,355	1,117,386
Press-e	297,114	326,531
†Press-S	227,978	179,053
Grand Total	6,860,112	6,546,894

NOTE: Press-e published 5 days a week only.

FRESNO, CALIF.		
Bee-e	1,957,112	2,013,115
*Bee-S	973,513	698,777
Grand Total	2,930,625	2,711,892
HARTFORD, CONN.		
Courant-m	2,026,218	2,437,396
*Courant-S	1,415,111	1,322,578
Times-e	1,581,632	1,701,253
†Times-S	652,205	393,430
Grand Total	5,675,166	5,854,657

NOTE: Part-run advertising—Courant-S This year 1,415,111 includes 275,688 lines; Last year 1,322,578 includes 161,400 lines.
Times-S This year 652,205 includes 62,720 lines.

HONOLULU, HAWAII		
Advertiser-m	2,656,127	2,569,855
Star Bulletin-e	2,693,108	2,630,798
*Star Bulletin & Advertiser-S	1,242,375	871,738
Grand Total	6,591,610	6,072,391
HOUSTON, TEXAS		
Chronicle-e	4,221,374	4,355,806
Chronicle-S	2,664,596	1,884,048
Post-m	4,139,309	3,941,403
*Post-S	1,646,668	1,277,455
Grand Total	12,671,947	11,458,712

NOTE: Part-run advertising—Chronicle-e This year 4,221,374 includes 435,454 lines; Last year 4,355,806 includes 445,068 lines.
Chronicle-S This year 2,664,596 includes 166,400 lines; Last year 1,884,048 includes 85,592 lines.
Post-m This year 4,139,309 includes 330,043 lines; Last year 3,941,403 includes 313,406 lines.
Post-S This year 1,646,668 includes 84,217 lines; Last year 1,277,455 includes 103,701 lines.

INDIANAPOLIS, IND.		
News-e	2,552,052	2,490,218
Star-m	2,752,150	2,825,160

(*Continued on page* 34)

Ad Expenditure Trends September 1973

A summary of newspaper advertising compiled by EDITOR & PUBLISHER from Media Records—64 Cities Report

Classifications	1973 ($000) Omitted	1972 ($000) Omitted	Change Dollar ($000) Omitted	Change %
Retail				
September	$ 168,331	$ 147,831	+ 20,500	+13.9
First Nine Months	1,457,782	1,360,401	+ 97,381	+ 7.2
Department Stores (Included in Retail)				
September	48,094	42,964	+ 5,130	+11.9
First Nine Months	390,782	376,513	+ 14,269	+ 3.8
General				
September	41,638	40,193	+ 1,445	+ 3.6
First Nine Months	350,989	342,442	+ 8,547	+ 2.5
Automotive				
September	8,846	10,399	− 1,553	−14.9
First Nine Months	78,314	75,350	+ 2,964	+ 3.9
Financial				
September	9,476	8,194	+ 1,282	+15.6
First Nine Months	106,300	83,942	+ 22,358	+26.6
Classified				
September	88,574	73,960	+ 14,614	+19.8
First Nine Months	789,765	662,535	+127,230	+19.2
Total Advertising				
September	316,865	280,577	+ 36,288	+12.9
First Nine Months	2,783,150	2,524,670	+258,480	+10.2

You're looking at the clearest CRT screen available in the graphics business today. It's standard on every AKI UltraSeries editing terminal. It has higher resolution than other screens. You can look at it for hours without eyestrain. The terminals all have our exclusive cue ball cursor control. You can move the cursor anywhere on the screen with just a flick of your fingers. Corrections are easy and fast! Every UltraSeries terminal is personalized to fit the phototypesetter you're driving. And with our special scroll function, you can scroll copy up or down, one line at a time. Our scrolling memory holds 2,000 characters, with room left over for your additions. All AKI terminals are available in paper or mag tape versions. And they start at under $10,000.



AKI

Automix Keyboards, Inc.,
13256 Northrup Way,
Bellevue, Washington 98005.

Space band codes were eliminated for the purpose of this demonstration.

September 1973 Linage

(*Continued from page 32*)

	1973	1972
Star-S	1,924,472	1,509,249
Grand Total	7,228,674	6,824,627

JACKSONVILLE, FLA.

Times Union-m	2,941,007	2,979,815
Times Union-S	1,363,221	951,425
Journal-e	1,804,690	1,834,241
Grand Total	6,108,918	5,765,481

KANSAS CITY, MO.

Times-m	2,492,246	2,389,772
Star-e	1,568,113	1,707,480
Star-S	1,703,495	1,267,682
Grand Total	5,763,854	5,364,934

NOTE: Part-run advertising—Star-e This year 1,568,113 includes 108,186 lines; Last year 1,707,480 includes 89,463 lines.

LITTLE ROCK, ARK.

Arkansas Gazette-m	1,461,545	1,795,267
*Arkansas Gazette-S	707,305	573,557
Arkansas Democrat-e	668,297	772,611
†Arkansas Democrat-S	356,850	308,994
Grand Total	3,193,997	3,450,429

LONG ISLAND, N.Y.

Newsday-e	3,116,882	3,099,894
Newsday-S	823,168	633,518
Grand Total	3,940,050	3,733,412

NOTE: Part-run advertising—Newsday-e This year 3,116,882 includes 547,337 lines; Last year 3,099,894 includes 530,315 lines.
Newsday-S This year 823,168 includes 222,837 lines; Last year 633,518 includes 54,346 lines.

LONG BEACH, CALIF.

Press Telegram (See Note)	2,332,958	2,590,720
*Independent Press Telegram-S	1,003,941	857,428
Grand Total	3,336,899	3,448,148

NOTE: Press Telegram-e and Independent-m sold in combination; linage of one edition, Press Telegram-e is shown.
NOTE: Part-run advertising—Press Telegram-e This year 2,332,958 includes 281,140 lines; Last year 2,590,720 includes 271,779 lines.
Independent Press Telegram-S This year 1,003,941 includes 35,880 lines; Last year 857,428 includes 11,564 lines.

LOS ANGELES, CALIF.

Times-m	6,280,223	6,096,680
Times-S	4,349,299	3,022,062
Herald Examiner-e	915,322	907,804
Herald Examiner-S	402,384	348,784
Grand Total	11,947,228	10,375,330

NOTE: Part-run advertising—Times-m This year 6,280,223 includes 1,513,709 lines; Last year 6,096,680 includes 1,263,267 lines.
Times-S This year 4,349,299 includes 1,693,985 lines; Last year 3,022,062 includes 1,024,487 lines.

LOWELL, MASS.

Sun-e	1,025,983	1,138,689
†Sun-S	769,575	568,416
Grand Total	1,795,558	1,707,105

MACON, GA.

Telegraph-m	1,213,733	1,237,560
News-e	1,257,188	1,236,900
*Telegraph & News-S	558,122	369,125
Grand Total	3,029,043	2,843,585

MANCHESTER, N.H.

Union Leader-d	1,271,891	1,162,814
†New Hampshire News-S	522,562	361,405
Grand Total	1,794,453	1,524,219

MEMPHIS, TENN.

Commercial Appeal-m	2,576,946	2,621,058
Commercial Appeal-S	1,302,813	938,980
Press Scimitar-e	1,833,443	1,900,912
Grand Total	5,713,202	5,460,950

NOTE: Part-run advertising—Press Scimitar-e This year 1,833,443 includes 76,705 lines; Last year 1,899,012 includes 96,031 lines.

MIAMI, FLA.

Herald-m	4,952,175	5,151,745
Herald-S	2,838,416	2,125,523
News-e	2,532,380	2,484,972
Grand Total	10,322,971	9,762,240

NOTE: Part-run advertising Herald-m This year 4,952,175 includes 204,178 lines; Last year 5,151,745 includes 181,742 lines.
Herald-S This year 2,838,416 includes 102,552 lines; Last year 2,125,523 includes 89,187 lines.
News-e This year 2,532,380 includes 47,880 lines; Last year 2,484,972 includes 50,400 lines.

MILWAUKEE, WIS.

Sentinel-m	1,351,334	1,731,930
Journal-e	2,739,610	3,535,477
Journal-S	2,016,123	1,859,893
Grand Total	6,107,067	7,127,300

NOTE: Part-run advertising—Sentinel-m This year 1,351,334 includes 17,877 lines; Last year 1,731,930 includes 15,204 lines.
Journal-e This year 2,739,610 includes 17,877 lines; Last year 3,535,477 includes 15,204 lines.

MINNEAPOLIS, MINN.

Tribune-m	1,974,381	2,178,502
Tribune-S	2,257,109	1,814,322
Star-e	2,855,275	3,246,369
Grand Total	7,086,765	7,239,193

NOTE: Part-run advertising—Tribune-m This year 1,974,381 includes 46,156 lines; Last year 2,178,502 includes 54,007 lines.
Tribune-S This year 2,257,109 includes 16,544 lines; Last year 1,814,322 includes 19,392 lines.
Star-e This year 2,855,275 includes 352,920 lines; Last year 3,246,369 includes 511,665 lines.

MODESTO, CALIF.

Bee-e	1,474,080	1,340,714
*Bee-S	458,243	321,546
Grand Total	1,932,323	1,662,260

NOTE: Bee-e published 5 days a week only.

NASHVILLE, TENN.

Banner-e	2,291,280	2,345,447
Tennessean-m	2,310,838	2,359,111
Tennessean-S	1,144,075	857,616
Grand Total	5,746,193	5,564,174

NEW ORLEANS, LA.

Times Picayune-m	3,435,031	3,440,033
Times Picayune-S	1,696,456	1,313,241
States & Item-e	2,185,177	2,182,678
Grand Total	7,316,664	6,935,952

NOTE: Part-run advertising—Times Picayune-S This year 1,696,456 includes 38,880 lines; Last year 1,313,241 includes 78,720 lines.
States & Item-e This year 2,185,177 includes 10,526 lines; Last year 2,182,678 includes 11,306 lines.

NEW YORK, N.Y.

Times-m	3,121,681	3,329,524
Times-S	4,063,522	2,971,795
News-m	2,163,106	2,312,711
News-S	2,640,220	2,069,864
Post-e	1,089,992	1,178,150
Grand Total	13,078,521	11,862,044

NOTE: Part-run advertising—Times-S This year 4,063,522 includes 440,071 lines; Last year 2,971,795 includes 305,544 lines.
News-m This year 2,163,106 includes 788,222 lines; Last year 2,312,711 includes 870,477 lines.
News-S This year 2,640,220 includes 1,661,181 lines; Last year 2,069,864 includes 1,274,465 lines.

NEWARK, N.J.

Star Ledger-m	2,578,097	2,689,805
*Star Ledger-S	2,150,442	1,579,6.4
Grand Total	4,728,539	4,269,499

NOTE: Part-run advertising—Star Ledger-m This year 2,578,097 includes 54,122 lines; Last year 2,689,805 includes 57,857 lines.

ORANGE COUNTY, CALIF.

Register (See Note)	3,848,580	3,795,353
*Register-S	1,538,585	1,111,232
Grand Total	5,387,165	4,906,585

NOTE: Register-e and Register-m sold in combination; linage of one edition, Register-e is shown.

ORLANDO, FLA.

Sentinel Star-d	3,471,326	—
*Sentinel Star-S	1,689,143	1,099,714
Sentinel-m	—	2,912,760
Star-e	—	2,744,816
Grand Total	5,160,469	6,757,290

NOTE: Part-run advertising—Sentinel Star-d This year 3,471,326 includes 412,320 lines.
Sentinel Star-S This year 1,689,143 includes 154,273 lines; Last year 1,099,714 includes 185,364 lines.
Sentinel-m Last year 2,912,760 includes 378,185 lines.
Star-e Last year 2,744,816 includes 272,631 lines.
NOTE: Star-e ceased publication with the issue of Jan. 20, 1973; Sentinel-m became The Sentinel Star Daily effective Jan. 22, 1973.

PHILADELPHIA, PA.

Bulletin-e	2,615,211	2,817,477
*Bulletin-S	1,574,771	1,224 031
Inquirer-m	2,084,324	2,156,671
Inquirer-S	2,570,377	2,196,817
News-e	1,040,992	1,116,753
Grand Total	9,885,675	9,511,749

NOTE: Part-run advertising—Bulletin-e This year 2,615,211 includes 574,980 lines; Last year 2,817,477 includes 580,534 lines.
Bulletin-S This year 1,574,771 includes 580,620 lines; Last year 1,224,031 includes 411,913 lines.
Inquirer-m This year 2,084,324 includes 172,496 lines; Last year 2,156,671 includes 147,940 lines.
Inquirer-S This year 2,570,377 includes 606,219 lines; Last year 2,196,817 includes 517,247 lines.

PHOENIX, ARIZ.

Republic-m	4,274,029	4,068,646
Republic-S	2,042,777	1,459,550
Gazette-e	4,083,422	3,988,899
Grand Total	10,400,228	9,517,095

PITTSBURGH, PA.

Post Gazette & Sun Telegraph-m	980,415	1,117,137
Press-e	1,977,016	2,042,700
*Press-S	1,831,417	1,395,873
Grand Total	4,788,848	4,555,710

NOTE: Part-run advertising—Press-e This year 1,977,016 includes 115,462 lines; Last year 2,042,700 includes 9,600 lines.

PROVIDENCE, R.I.

Bulletin-e	1,534,361	2,145,399
Journal-m	924,999	1,852,699
Journal-S	1,144,059	1,234,471
Grand Total	3,603,419	5,232,569

NOTE: Part-run advertising—Bulletin-e This year 1,534,361 includes 40,142 lines; Last year 2,145,399 includes 67,676 lines.
NOTE: During the Guild strike Sept. 14th through 25th, 1973, there was an interruption in the publishing of Providence newspapers as follows: Bulletin not published Sept. 14th and thereafter. A combined Journal-Bulletin was published daily and measured as the Bulletin until Sept. 26th when publishing of separate Morning Journals and Evening Bulletins were resumed.

QUINCY, MASS.

Patriot Ledger-e	1,450,920	1,416,281

NOTE: Part-run advertising — Patriot Ledger-e This year 1,450,920 includes 35,178 lines; Last year 1,416,281 includes 46,866 lines.

ROANOKE, VA.

Times-m	1,520,269	1,591,253
*Times-S	713,200	510,773
World News-e	1,520,499	1,623,291
Grand Total	3,753,968	3,725,317

NOTE: Part-run advertising—Times-m This year 1,520,269 includes 89,357 lines; Last year 1,591,253 includes 71,179 lines.
World News-e This year 1,520,499 includes 97,231 lines; This year 1,623,291 includes 85,696 lines.
Times-S This year 713,200 includes 6,080 lines.

ROCHESTER, N.Y.

Democrat & Chronicle-m	1,789,269	1,834,588
Democrat & Chronicle-S	1,461,569	1,175,917
Times Union-e	1,913,208	2,054,109
Grand Total	5,164,046	5,064,614

NOTE: Part-run advertising—Democrat & Chronicle-S This year 1,461,569 includes 17,197 lines; Last year 1,175,917 includes 14,713 lines.

SACRAMENTO, CALIF.

Bee-e	2,653,898	2,550,268
*Bee-S	1,093,608	820,836
Union-m	1,723,185	1,709,680
†Union-S	374,605	300,488
Grand Total	5,845,296	5,381,272

ST. LOUIS, MO.

Globe Democrat-m	Strike	1,503,432
Globe Democrat-we	Strike	589,036
Post Dispatch-e	Strike	2,314,590
*Post Dispatch-S	Strike	1,631,842
Grand Total	Strike	6,038,900

NOTE: Globe Democrat-m published 5 days a week only.
NOTE: Part-run advertising—Globe Democrat-m Last year 1,503,432 includes 220,635 lines.
Globe Democrat-we Last year 589,036 includes 8,927 lines.
Post Dispatch-e Last year 2,314,590 includes 176,892 lines.
NOTE: St. Louis newspapers did not publish all of the month of Sept., 1973, due to strike conditions.

ST. PETERSBURG, FLA.

Independent-e	2,076,568	2,350,310
Times-m	3,492,774	3,702,866
*Times-S	1,737,797	1,326,338
Grand Total	7,307,139	7,379,514

NOTE: Part-run advertising—Times-m This year 3,492,774 includes 692,841 lines; Last year 3,702,866 includes 534,341 lines.
Times-S This year 1,737,797 includes 395,339 lines; Last year 1,326,338 includes 249,655 lines.

SAN ANTONIO, TEXAS

Express-m	2,165,530	2,202,692
†Express News-S	1,231,770	934,784
Express News-sat	529,615	436,574
News-e	1,783,400	2,036,125
Light-e	2,285,635	2,415,135
*Light-S	1,375,550	1,196,588
Light-sat	362,946	312,058
Grand Total	9,734,446	9,543,956

NOTE: Express-m, News-e, and Light-e published 5 days a week only.

SAN BERNARDINO, CALIF.

Sun (see note)	2,353,288	2,376,917
*Sun-S	707,465	599,899
Grand Total	3,060,753	2,976,816

NOTE: Sun-m and Telegram-e are sold in combination; linage of one edition, Sun-m is shown.
NOTE: Part-run advertising—Sun-m This year 2,353,288 includes 83,626 lines; Last year 2,376,917 includes 80,361 lines.
Sun-S This year 707,465 includes 28,039 lines; Last year 599,899 includes 16,710 lines.

SAN DIEGO, CALIF.

Union-m	2,957,040	2,842,615
*Union-S	1,641,127	1,271,0 8
Tribune-e	3,419,925	3,398,858
Grand Total	8,018,092	7,512,521

SAN FRANCISCO, CALIF.

Chronicle-m	1,999,324	2,139,623
Examiner-e	2,053,358	2,176,419
Examiner & Chronicle-S	1,229,291	961,419
Grand Total	5,281,973	5,277,461

SAN JOSE,CALIF.

Mercury-m	4,105,846	4,527,930
News-e	3,926,318	4,303,498
*Mercury-News-S	1,613,369	1,215,290
Grand Total	9,645,533	10,046,718

NOTE: Part-run advertising—Mercury-m This year 4,105,846 includes 147,767 lines; Last year 4,527,930 includes 150,931 lines.
News-e This year 3,926,318 includes 147,767 lines; Last year 4,303,498 includes 150,931 lines.

SEATTLE, WASH.

Post Intelligencer-m	1,721,584	1,584,282
*Post Intelligencer-S	619,336	542,426
Grand Total	2,340,920	2,126,708

NOTE: Post Intelligencer-m This year 1,721,584 includes 9,600 lines of part-run advertising.

SHREVEPORT, LA.

Journal-e	1,342,107	1,364,619
Times-m	1,862,823	1,951,296
Times-S	1,085,028	749,081
Grand Total	4,289,958	4,064,996

SOUTH BEND, IND.

Tribune-e	1,595,527	1,737,103
*Tribune-S	786,155	667,677
Grand Total	2,381,682	2,404,780

NOTE: Part-run advertising—Tribune-e This year 1,595,527 includes 13,536 lines; Last year 1,737,103 includes 25,988 lines.
Tribune-S This year 786,155 includes 16,656 lines; Last year 667,677 includes 34,456 lines.

SPOKANE, WASH.

Spokesman Rev.ew-m	1,292,062	1,297,481
*Spokesman Review-S	669,310	604,927
Chronicle-e	1,500,294	1,416,889
Grand Total	3,461,666	3,319,297

(*Continued on page 36*)

Your guests should enjoy the party. Even when it's over.



No matter how much fun the cocktail hour is, don't let it drag on for hours.

And liquor isn't everyone's cup of tea. So always have soft drinks and fruit juices on hand. Make sure that everyone knows his limit, and encourage him to observe it.

That way, your party will be a happy occasion for you and your guests. Even when it's over.

We, the makers and sellers of distilled spirits, don't just ask that you drink our products sensibly.

We ask that you *serve* them sensibly.

If you choose to drink, drink responsibly.

LICENSED BEVERAGE INDUSTRIES
Division of Distilled Spirits Council of the United States, Inc.
485 Lexington Avenue, New York, N.Y. 10017

September 1973 Linage

(*Continued from page 34*)

SYRACUSE, N.Y.

	1973	1972
Herald Journal-e	1,728,022	2,033,690
*Herald American-S	928,116	757,585
Post Standard-m	932,516	959,383
Grand Total	3,588,654	3,750,658

NOTE: Part-run advertising—Herald Journal-e This year 1,728,022 includes 20,320 lines; Last year 2,033,690 includes 26,579 lines.
Herald American-S This year 928,116 includes 12,282 lines; Last year 757,585 includes 16,549 lines.
Post Standard-m This year 932,516 includes 1,744 lines; Last year 959,383 includes 12,684 lines.

TACOMA, WASH.

News Tribune-e	1,826,975	1,876,919
News Tribune-S	680,854	551,376
Grand Total	2,507,829	2,428,295

TALLAHASSEE, FLA.

Democrat-e	1,570,932	1,554,232
*Democrat-S	730,773	575,461
Grand Total	2,301,705	2,129,693

NOTE: Part-run advertising—Democrat-e This year 1,570,932 includes 17,863 lines; Last year 1,554,232 includes 14,701 lines.

TAMPA, FLA.

Tribune-m	3,311,350	3,472,933
Tribune-S	1,412,803	1,042,602
Times-e	2,296,940	2,305,983
Grand Total	7,021,093	6,821,518

NOTE: Part-run advertising—Tribune-m This year 3,311,350 includes 164,233 lines; Last year 3,472,933 includes 246,782 lines.
Tribune-S This year 1,412,803 includes 12,600 lines.

TRENTON, N.J.

Times-e	1,413,340	1,417,381
†Times Advertiser-S	1,141,713	902,995
Trentonian-m	1,175,842	1,098,685
Grand Total	3,733,895	3,419,061

NOTE: Times-e published 5 days a week only.
NOTE: Part-run advertising— Times Advertiser-S This year 1,141,713 includes 17,545 lines; Last year 902,995 includes 14,701 lines.

WASHINGTON, D.C.

Post-m	5,103,900	4,761,414
Post-S	2,706,531	2,077,207
Star-News-e	2,650,275	2,625,804
*Star-News-S	1,144,025	1,004,238
Grand Total	11,604,731	10,468,663

NOTE: Part-run advertising—Star-News-S This year 1,144,025 includes 17,863 lines; Last year 1,004,238 includes 15,381 lines.

WATERBURY, CONN.

American (see note)	1,420,517	1,440,594
†Republican-S	841,929	771,694
Grand Total	2,262,445	2,212,288

NOTE: American-e and Republican-m sold in combination; linage of one edition, American-e is shown.

WEST PALM BEACH, FLA.

Post-m	2,653,401	2,636,901
Times-e	2,183,309	2,179,052
*Post Times-S	1,400,079	941,376
Grand Total	6,236,789	5,757,329

NOTE: Times-e published 5 days a week only.
NOTE: Part-run advertising—Post-m This year 2,653,401 includes 9,133 lines.
Times-e This year 2,183,309 includes 9,133 lines.

WHITE PLAINS, N.Y.

Reporter Dispatch-e	1,463,873	1,733,297

SEPTEMBER 1973 LINAGE FIGURES SUPPLIED BY PUBLISHERS

ABERDEEN, S.D.

American News-e	516,418	549,108
American News-S	282,786	232,036
Grand Total	799,204	781,144

BANGOR, MAINE

News-m	1,155,781	1,209,247

BOULDER, COLO.

Camera-e	1,630,083	1,555,729
Camera-S	491,127	389,823
Grand Total	2,121,210	1,945,552

BURLINGTON, VT.

Free Press-m	1,532,930	1,609,720

CHICAGO, ILL.

	1973	1972
Tribune-m	5,366,037	4,823,281
Tribune-S	3,077,112	2,066,188
Grand Total	8,443,149	6,889,469
News-e	1,784,923	2,024,013
Sun-Times-m	2,747,312	2,898,280
Sun-Times-S	1,724,720	1,412,460
Grand Total	4,472,032	4,310,740
Today-e	893,273	942,349
Today-S	—	415,111
Grand Total	893,273	1,357,460

COLUMBUS, GA.

Enquirer-m	1,140,720	1,156,386
Ledger-e	1,163,218	1,170,050
Ledger-Enquirer-S	344,540	281,540
Grand Total	2,648,478	2,607,976

DAVENPORT, IOWA

Times-Democrat-e&m	2,583 980	2,505,636
Times-Democrat-S	655,102	506,548
Grand Total	3,239,082	3,012,184

DES MOINES, IOWA

Register-m	819 186	819,574
Tribune-e	1,231,154	1,251,616
Register-S	991,166	834,965
Grand Total	3 041 506	2,906 156

NOTE: Part-run advertising—Register-S includes This year 113,127; Last year 130,352 lines.

DULUTH, MINN.

News-Tribune, Herald-m,e	971,831	851,662
News Tribune-S	795 991	516,669
Grand Total	1,767,822	1,368,331

GARY, IND.

Tribune-e	1,731,955	1,642 348
Tribune-S	847,667	681,902
Grand Total	2,579,622	2,324,250

GRAND FORKS, N.D.

Herald-e	716 982	724,416
Herald-S	366,968	273,518
Grand Total	1,083,950	997,934

LETHBRIDGE, ALTA.

Herald-e	905,665	939,232

LINCOLN, NEB.

Journal-Star-d&S	1,792,966	1,717,758

NOTE: Includes inserts: 106,176 lines in 1973; 144,186 lines in 1972.

LOCKPORT, N.Y.

Union-Sun and Journal-e	580,636	729,078

LOUISVILLE, KY.

Courier-Journal-m	2,306,719	2,265,932
Times-e	2,436,840	2,504,708
Courier-Journal & Times-S	1,584,980	1,289,238
Grand Total	6,328,539	6,059,878

NOTE: ROP Display Linage published on 6-column basis, but converted to 8-column basis above. Classified published and reported above on 9-column basis.

MADISON, WIS.

Capital Times-e	1,184,848	1,196,209
State Journal-m	1,183,182	1,220,786
State Journal-S	592,634	603,736
Grand Total	2,960,664	3,020,731

MERIDEN, CONN.

Record-m	1,011,304	998,222
Journal-e	912,828	919,478
Grand Total	1,924,132	1,917,710

MONTREAL, QUE.

Gazette-m	1,613,043	1,610,796
Star-e	3,021,245	2,960,678
Le Devoir-m	503,997	472,317
Le Dimanche-Matin-S	452,113	342,134

NOTE: Le Dimanche Matin (45,869 lines). Includes "Perspectives" and inserts.

NASHUA, N.H.

Telegraph-e	1,069,397	1,104,057

NEW HAVEN, CONN.

Journal-Courier-m	1,613,656	1,610,428
Register-e	2,013,869	2,094 295
Register-S	1,417,354	1,062,993
Grand Total	5,044,879	4,767,716

NILES, MICH.

Star-e-sat.	654,611	662,076

NORFOLK, VA.

Virginian-Pilot-m	2,733,289	2,725,381
Ledger-Star-e	2,220,178	2,201,191
Virginian-Pilot-S	1,588,598	1,431,857
Grand Total	6,542,065	6,358,429

NORTH PLATTE, NEB.

Telegram-e, sat., m	705,950	552,958

NOTE: Family Weekly included 48,636 lines 1973; 59,570 lines 1972.

OAKLAND, CALIF.

Tribune-e	1,997,861	2,231,607
Tribune-S	1,134,676	934,979
Grand Total	3,132,537	3,166,586

NOTE: Sunday includes 100,880 lines Parade, Tuesday and Comics in 1973. Last year includes 89,306.

OGDEN, UTAH

Standard-Examiner-e	1,480,958	1,495,832
Standard-Examiner-S	628,932	455,192
Grand Total	2,109,890	1,951,024

NOTE: Family Weekly included Sunday 68,012 lines 1973; 45,668 lines 1972.

OKLAHOMA CITY, OKLA.

Oklahoman-m	2,266,021	2,294,590
Times-e	2,000,329	2,009,920
Oklahoman-S	1,239,610	906,326
Grand Total	5 585 960	5,210,836

NOTE: Part-run linage—Oklahoma includes 445,383 lines 1973; 458,646 lines 1972. Times This year 375,709 lines; Last year 347,931 lines.

OMAHA, NEB.

World-Herald-m,e,S	3,454,696	3,212,664

OTTAWA, ONT.

LeDroit-e	2,075,202	1,774,136

PASADENA, CALIF.

Star-News-m,e	1,115,265	1,099,750
Star-News-S	362,735	279,820
Grand Total	1,478,000	1,379,570

NOTE: Does not include Parade.

PORTLAND, MAINE

Press Herald-m	1,152,369	1,361,743
Express-e	1,055,966	1,220,679
Telegram-S	668,978	465,548
Grand Total	2,877,313	3,047,970

NOTE: Sunday includes Parade.

PORTLAND, ORE.

Oregonian-m,S	4,532,108	4,423,622
Oregon Journal-e	1,300,544	1,125,474
Grand Total	5,832,652	5,549,096

RICHMOND, VA.

Times-Dispatch-m	1,831,530	1,920,063
News-Leader-e	1,950,723	2,082,754
Times-Dispatch-S	1,359,833	967,614
Grand Total	5,142,086	4,970,431

NOTE: Part-run and comics not included.

ST. PAUL, MINN.

Pioneer Press and Dispatch-m,e	2,326,892	2,395,026
Pioneer Press-S	1,345,531	1,031,581
Grand Total	3,672,423	3,426,607

NOTE: Sunday does not include Parade.

SEATTLE, WASH.

Times-e,S	3,508,554	3,308,788

SOUTH BAY (TORRANCE), CALIF.

South Bay Breeze-e	3,037,762	3,039,644

SYDNEY, N.S.

Cape Breton Post-e	956,035	915,813

TACOMA, WASH.

News Tribune-e,S	2,357,992	2,443,532

TAMPA, FLA.

Tribune-m	3,149,919	3,224,555
Tribune-S	2,381,707	2,367,410
Times-e	1,426,048	1,134,693
Grand Total	6,957,674	6,726,658

NOTE: Part-run and comics not included.

TOLEDO, OHIO

Times-m	415,748	623,760
Blade-e	1,803,904	2,398,117
Blade-S	975,970	1,012,553
Grand Total	3,195,622	4,034,430

TOPEKA, KANS.

Daily Capital-m	1,477,476	1,527,988
State Journal-e	1,139,964	1,273,902
Capital-Journal-S	621,719	512,715
Grand Total	3,239,159	3,314,605

TORONTO, ONT.

Star-e	4,610,397	4,262,557
Sun-m	687,569	472,960

TUCSON, ARIZ.

Star-m	2,869,692	3,130,890
Citizen-e	2,786,826	3,106,306
Star-S	180,922	143,031
Grand Total	5,837,440	6,380,227

NOTE: Sunday includes "Parade" linage.

TULSA, OKLA.

World-m	2,023,587	1,997,502
Tribune-e	1,958,137	2,001,291
World-S	981,331	798,804
Grand Total	4,963,055	4,797,597

WAUKEGAN, ILL.

News-Sun-e	1,920,240	1,770,132

WICHITA, KANS.

Eagle-m	2,203,983	2,100,774
Beacon-e	971,834	831,671
Eagle and Beacon-S	771,933	504,272
Grand Total	3,947,750	3,436,717

WILMINGTON, N.C.

Star-News-m&e	1,415,848	1,288,812
Star-News-S	366,352	293,644
Grand Total	1,782,200	1,582,456

WINSTON-SALEM, N.C.

Journal-m	1,752 016	1,829,296
Twin-City Sentinel-e	1,505,798	1,459,626
Journal-Sentinel-S	864,472	611,660
Grand Total	4,122,286	3,900,582

Note: Part-run and comics not included.

WORCESTER, MASS.

Telegram-m	1,150,870	1,183,906
Gazette-e	1,136,467	1,200,399
Telegram-S	1,087,699	841,222
Grand Total	3,375,036	3,225,527

Linage correction

In the October 27 issue (page 32) of Editor & Publisher, the totals for linage that appeared for Chicago newspapers during August 1973-1972 were in error. They should have been as follows:

CHICAGO, ILL.

	1973	1972
Tribune-m	5,325,562	4,263,376
Tribune-S	2,484,032	2,014,058
Grand Total	7,809,594	6,277,434
News-e	1,755,966	1,746,417
Sun-Times-m	3,076,135	2,760,880
Sun-Times-S	1,377,437	1,431,450
Grand Total	4,453,572	4,192,330
Today-e	936,751	887,024
Today-S	—	342,265
Grand Total	936,751	1,229,289

APME

(Continued from page 10)

asic police reporting techniques that ere used to uncover the Watergate scan- al on local community matters and bring ewspapers "closer to the whole communi- ."

The only thing that matters, he said, is iat "we all get the whole damn thing ght."

Florida law criticized

Florida Governor Reubin Askew told ie APME that the state's right to reply :atute "is a bad law which should be epealed."

The law, upheld last month by the Flor- da Supreme Court, requires newspapers o give candidates for public office equal pace to reply to editorials and columns assailing a candidate's character or at- acking his official record."

Askew told the managing editors, "the ourts might have been justified in pholding the constitutionality of it, ac- ording to the pure legal aspects of its eing a statute.

"But if it is, in fact, constitutional, I hink it is a very poor statute and one hich should be repealed."

Robert Maynard, *Washington Post Om- udsman*, asserted at an APME session hat newspapers that have become ealthy, monopolistic and comfortable ave lost something of their soul by fail- ng to carry out their principal mission n the minority communities.

Newsletter to pan business news

The establishment of a new publication summarizing and commenting on how the press covers business and finance was announced by Myron Kandel, who will be its editor and publisher.

The weekly newsletter, Myron Kandel's *Review of the Financial Press*, will screen nearly 200 American newspapers, magazines, newsletters and professional journals, plus a sampling of British and Canadian periodicals. It will cost $72 a year and begins publication this month.

Kandel's Review of the Financial Press will be located at 200 West 57th Street, Suite 708, New York, N.Y. 10019.

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Justice Powell stays Fla. reply law suit

Supreme Court Justice Lewis Powell Jr. November 20 temporarily froze court proceedings in the *Miami Herald* reply law case (E&P July 28).

The Powell order stays the effect of a Florida Supreme Court decision requiring the He:ald to print a political candidate's replies to published criticism.

When the Supreme Court convenes December 3 it could reconsider the stay, or let it stand, until the justices decide whether to hear the Herald's appeal.

WATS hearing is scheduled

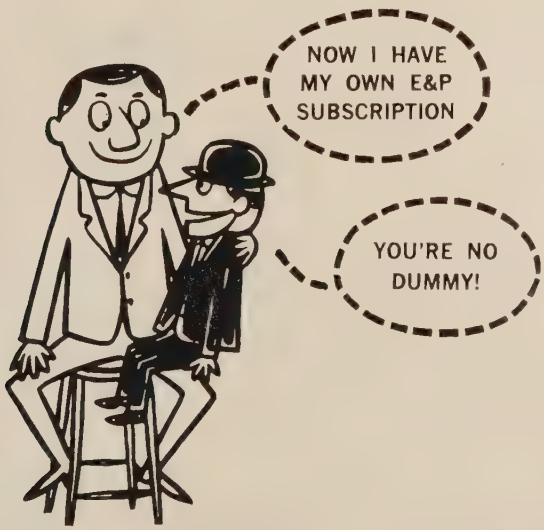
An attempt by the American Telephone & Telegraph Company to eliminate wide area telephone service (WATS) by the end of 1974 will be aired at public hearings by the New York State Public Service Commission beginning January 8, 1974.

Newspapers utilize the service in their circulation and advertising departments to make unlimited numbers of telephone calls at a fixed rate in wide geographic regions.

Opposition to the telephone company plan had been generated earlier this Fall by a group of business leaders led by Murray Roman, chairman of the Campaign Communications Institute of America, a New York City-based telephone marketing company.

In announcing the start of the hearings in Albany, PSC chairman Joseph C. Swidler said, "We have concluded that the public interest would best be served by a reopening of this proceeding to allow the presentation of such evidence and arguments as may be reasonable to show cause why the examiner's decision should not be adopted."

The proposal by the New York Telephone Company to freeze fulltime WATS service in the state was supported by a PSC staff proposal earlier this year.



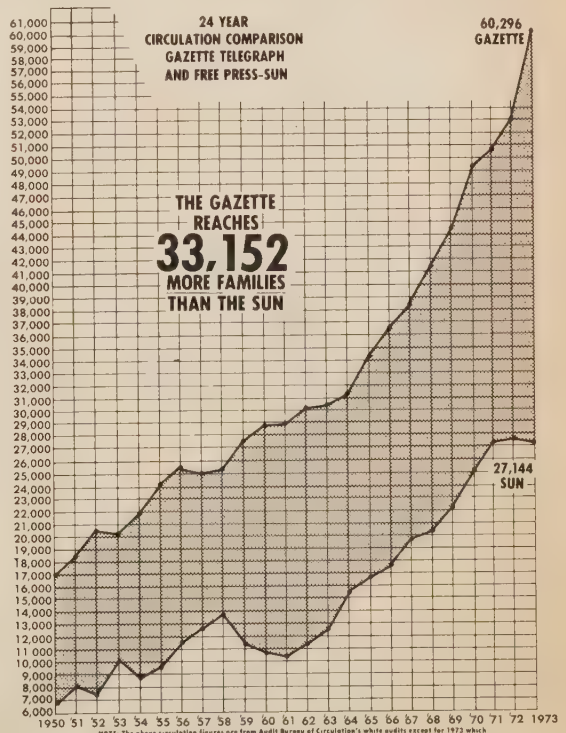
ORDER YOUR OWN E&P SUBSCRIPTION TODAY. MAIL THIS COUPON.

EDITOR & PUBLISHER, 850 Third Avenue, New York, N. Y. 10022

Dear Editor & Publisher:
Please start my subscription now, addressed to:

Name .....
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City .....State.....Zip.....
Company .....
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GAZETTE-TELEGRAPH
P.O. Box 1779 Colorado Springs 80901 303 632-4641

Energy ban?

(*Continued from page* 13)

per advertising.

He said restrictions on gas could be a threat to downtown stores, as they would reduce driving. He said Environmental Protection Agency officials had mentioned increased parking fees as a means of reducing driving. This would also adversely affect the downtown flagship stores.

Highbee's chairman and the chairman of the National Retail Merchants Association, Herbert Strawbridge, said that "at present, the shortage is helping advertising." He said many advertisers have taken ads to explain what they are doing to conserve energy.

Other aspects affected

While newspapers and their advertising have generally not been affected, Strawbridge said such things as deliveries, store hours and lighting have been affected. And he said the energy crisis could well provoke basic changes in the existing format of buying and selling. He indicated that higher costs for shipping caused by lowered speed limits would almost certainly be passed along to consumers.

Strawbridge said "mass transportation is key in this. We really should be pressing" to provide convenient mass transportation in the center city. He added that merchants were anxious about any possible restrictions as the critical Christmas buying season approached. Christmas, he said, traditionally has meant as much as 20% of a store's total retail sales for a year.

Newspaper Advertising Bureau president Jack Kauffman said the advertising restriction proposals contained in the Jackson bill were "not the kind of thing you have to legislate." He said the free market would limit ads encouraging energy consumption.

Can benefit papers

Kauffman also indicated that as the situation now stands, the energy crisis can benefit newspapers. He said advertisers increasingly are "using ad funds to tell a story on conservation." He added, "Here is where newspapers do better."

And he said he felt advertisers would increasingly turn to newspapers to explain their position on public issues. By doing so, Kauffman said they could "avoid being locked in by time schedules" as in television.

Association of National Advertisers president Al Ries agreed that newspapers could benefit from the current situation. Ries said "a general feeling of conservation is pervading," and that this has caused many advertisers to "think more selectively about advertising."

Despite their heavy use of paper (which is also in short supply), Ries said print media are viewed more favorably in light of the mood of conservation. He said that print is viewed as "a more selective media," and as ad rates increase, advertisers would attempt to "make the ad dollar go further."

Advertisers would be working with roughly the same amount of ad dollars, he said, but under pressure they would be inclined to re-allocate those dollars to the most effective medium.

Detroit's auto industry is certain to suffer from the current shortages. The sale of large, used cars is said to have slipped dramatically following the President's November 7 energy speech.

Auto sales will suffer

One spokesman in Detroit said the industry was "still spinning" in the wake of the message. He added that the big three auto makers would almost certainly increase their efforts to make as much as $700 million in changes in their production lines so as to increase production of small cars.

Spokesmen for the major auto makers said that at present, there were no plans to change existing advertising campaigns. Several of the cars advertised by Detroit have stressed economy in both dollars and gas mileage in existing ads recently.

The Plymouth division of Chrysler has purchased the first factory-paid ad in almost two years. The ad features comparisons between the Plymouth "Duster" and the Volkswagen. A spokesman for Chrysler said, "We are aware of the energy crisis." He added, "we are considering what alternatives and contingencies are available." Otherwise he said, Chrysler has no definite plans for any revisions at this time in their ad campaigns. He noted that Chrysler just introduced a full line of larger cars, and thus could not forget these cars in its advertising.

Another advertising executive contacted by E&P indicated that while some major advertisers have had to revamp existing campaigns, and may have to do more of the same in the future, the current crisis could also bring news advertisers into the market.

With greater emphasis placed on energy saving, manufacturers of items such as insulation, etc. might well increase their normal advertising expenditures. He added that the current crisis might also affect many traditional business and personal habits, which would have a resultant affect on advertising.

As examples, he mentioned staggered working hours, and the imposition of bans on the use of private cars, resulting in either car pools, or greater reliance on mass transportation.

Industries directly affected by the energy crisis and the oil shortage—such as the oil industry, airlines, etc.—have already largely changed their existing advertising to reflect facts of the crisis.

Gasoline and oil companies had ample notice of the developing crisis last summer, when service stations cut back hours, and in many cases limited the number of gallons each customer could buy.

Having been granted reductions in the total number of flights already by the Federal Aviation Administration, the airlines could face even further cutbacks in the future, if gasoline and jet fuel becomes even scarcer. It is felt, however, that the airlines would continue advertising so as to inform air travellers what flights and other service are still available.

Amtrak, (the National Railroad Passenger Corporation) began a series of 1800-line newspaper ads designed to draw auto users to the railroad. The first in the new ad campaign ran in the *New York Times* November 20. The ads will subsequently appear in newspapers in Washington and Chicago, as well as in regional editions of the *Wall Street Journal*.

Greyhound, the nation's largest bus company, indicated that it would change "a great deal" of its existing advertising to reflect the energy savings that would result from using buses as opposed to private automobiles. At present, the company does not plan any new advertising, merely alterations in previously announced campaigns.

American Association of Advertising Agencies president John Crichton said he believed "it will be a while before any of us know how deep this thing (the energy crisis) cuts." But he indicated the immediate effect would not be felt as much in advertising as in reductions in other items, such as deliveries of merchandise. This might lead to some ad cutbacks, though.

He said he believed the portion of the Jackson energy bill applying to energy advertising might not be applicable to utilities advertising. He said very little such advertising currently encourages the use of energy.

Crichton added that advertisers would "tend to go to the more flexible medium" to present any fast-breaking consumer information. He implied that newspapers would be the beneficiary of much such advertising.



EQUAL TIME—Instead of the usual bikini-clad girls in the annual photo cliche illustrating the end of Daylight Savings Time, the Santa Monica Evening Outlook made what it termed "a minor journalistic breakthrough" by showing Billy Markasis, "Mr. Southern California," timely bared. The next challenge for staff photographer Bob Smith may be the return of Daylight Savings Time any minute now.

Alabaman starts statewide news for weeklies

Bill Myrick, former *Montgomery Advertiser* state editor, has launched a statewide syndicated column of Alabama news designed to help build circulation for weekly papers.

The idea behind the column, "Alabama Newsweek Capsule", is to offer Alabama weeklies a concise, readable summary of major news developments in the state, Myrick says. He first thought of the weekly capsule several years ago while editor and general manager of the *Shelby County* (Ala.) *Reporter* and urged several daily newspapermen to undertake it, but the idea never got off the ground.

Myrick believes that Alabama natives now living out of the state want to know what is going on at home but don't want to subscribe to a daily paper and the Alabama Newsweek Capsule in their weekly paper could be an effective supplement to the editor's own county news. The column is a complete package with standing head and slicks of house ads in various sizes containing coupons for readers to subscribe to the paper to be mailed to relatives and friends outside the state. Slick proofs in a two-column format will be mailed on Mondays.

Myrick, who has also worked on the *Birmingham News* and *Post Herald*, and the *Atlanta Constitution*, began his newspaper career with the Montgomery Advertiser when he was 14, during World War II. The staff was down to one reporter and Bill, a correspondent at Holtville High School, was asked to work regularly by city editor Hartwell Hatton. He made good on the job and with the exception of time out for the Korean War and a short radio stint, has been in newspaper work ever since. His office is located at 546 South Court Street, Montgomery, Alabama 36104.





SPECIALLY DESIGNED THANK YOU COMMENDATIONS to half a hundred cartoonists who helped publicize veterans' benefits were signed by Donald E. Johnson, administrator of Veterans Affairs. The cartoonists incorporated their comic strip and panel characters into the "So says the VA . . . " feature distributed to newspapers in the format illustrated here by the Mutt & Jeff panel. Said Johnson: "While there is no way to put a dollar price tag on the contributions made by these generous and talented artists, there is no question their efforts have resulted in many more benefits going to many more of America's 29 million veterans," Johnson said.

Dik Browne to get Elzie Segar award

Cartoonist Dik Browne, creator of "Hagar the Horrible", will receive the Elzie Segar Award of the National Cartoonist Society for his "outstanding contribution to the art of cartooning" during the traditional Christmas gala of the society in New York City Thursday, December 13, at Leone's. The award, in memory of the late cartoonist who created "Popeye", is a prize of $500 and a plaque provided by King Features Syndicate.

Caniff collection goes to Ohio State

Cartoonist Milt Caniff has donated a collection of his work for the Milton Caniff Collection for Research in Cinematography, Photography and Journalism at the Ohio State University, Columbus. Caniff, a 1930 graduate of Ohio State's School of Journalism, has included original drawings of the comic strip "Steve Canyon" and "Terry and the Pirates" as well as a reference library in the gift to his alma mater.



Columbia U. completes 1st drug abuse reporting seminar

By Allan Parachini

The first seven of an anticipated 40 newsmen have completed an intensive 10-day seminar in drug abuse reporting at the Columbia University Graduate School of Journalism, part of a program to broaden horizons and debunk old myths that pervade drug journalism.

The Columbia project, whose approach is probably unique in the field of mid-career journalism education, permits reporters who cover drugs as an assigned speciality or area of interest to cull background from expert sources in the fields of drug policy planning, law enforcement, treatment and social research.

The seminars are sponsored jointly by Columbia and the Drug Abuse Council (DAC), a foundation-supported research agency headquartered in Washington, one of whose purposes is to improve public understanding of the complex questions endemic to the drug cultures which have gained public attention within the last five years.

The conferences, supported by a $66,000 grant from DAC to Columbia, draw reporters from around the country to New York. The year-long program will involve five 10-day seminars. Eight newsmen are scheduled to attend each. The remaining four seminars will begin in February, May, July and October of 1974.

The first session, which ended in mid-November, was attended by these journalists: Robert Press, *Christian Science Monitor;* Susan Fogg, Newhouse News Service; Terry Kliewer, *Dallas Morning News;* Charles Babcock, *Louisville Courier-Journal*; Thomas Fleming, *San Francisco Sun-Reporter*; Ethel Payne, *Chicago Daily Defender,* and Edward Higgins, *Trendon* (N.J.) *Times.*

The Columbia/Drug Abuse Council program was initiated by Robert P. Bomboy, a former reporter with the *New York Herald-Tribune* and staff member of Business Week magazine. Bomboy worked as a fellow of the Drug Abuse Council last year, conducting a survey of drug abuse coverage by 30 newspapers nationally.

Second-class status

Bomboy's survey, which is scheduled for publication soon by DAC, found that drug abuse reporting, has attained little more than part-time or second-class status as a specialty at most newspapers.

"There is a lack of developed points of view or clear concepts of drug abuse issues in the minds of the nation's newspaper reporters," Bomboy said. He proposed the seminar sessions to dispel myths and provide a broad background of conceptual information for reporters called on to interpret drug abuse developments at the local level.

A difficulty in drug abuse reporting, Bomboy said, is the lack of consistent preparation of drug reporters. Newsmen assigned drug stories, he added, are frequently from such disparate background as the police beat, science writing, medical reporting and general assignment work.

Bomboy said his survey uncovered a startling prevalence of misconception by drug newsmen—including unquestioning acceptance of police accounts of drug "raids," (especially reporting of exaggerated estimates of the financial value of confiscated materials), a lack of skepticism and analysis of the actual success of local drug treatment programs and a general absence of awareness of the real flavor of various drug cultures—from ghetto heroin to youth marijuana smoking.

"Most newspapers do not have drug beats," Bomboy commented, "and so instead cover drug news with general assignment reporters who may draw a drug story once a month or less.

No feel for story

"Covering the issue that infrequently, general assignment reporters don't develop a broad feel for the drug story, the history of the drug problem and drug policy, or addict sources on the street.

"On more than a few major newspapers, the reporter goes out on a drug story with a false picture in his mind of what drug abuse and the drug abuser is. Nothing that happens, no one he meets while he is out on that assignment, is likely to give him a different picture. And his colleagues and editors, having the same picture, are not likely to challenge his story. So the old myths are perpetuated in the public mind."

Bomboy identified some of the "old myths" as the beliefs that all heroin users are addicted to the drug as a matter of course; that substantial numbers of addicts die from heroin "overdose," and that most street crime—burglary and robbery in particular—is committed by addicts. Substantial research exists to counter most of those claims, Bomboy said.

Expose reporter to issues

The Columbia seminar format, according to Donald R. Shanor, a Columbia associate professor and faculty adviser to the program, is designed to expose visiting reporters to large, broad issues and let them apply new conceptions of policy to their local situations. Shanor is a former foreign correspondent for the *Chicago Daily News* and United Press International.

The seminars are not designed as generators of immediate story material, Shanor said, but are intended to serve as an opportunity for reporters—away from the requirements of deadline pressure and within reach of the facilities of the university and the nearby Harlem community—to sort out basic questions and misconceptions pertaining to the drug field.

(*Continued on page* 42)



STUDENTS AND STAFF—for Columbia's first drug abuse reporting seminar are: Standing, left to right: Ed Higgins, Trenton Times; Robert Press, Christian Science Monitor; Donald R. Shanor, associate professor, Columbia University Graduate School of Journalism; Wes Pomeroy, Staff, Drug Abuse Council; Robert P. Bomboy, seminar initiator; Robert Feldberg, Bergen Record (attended for one day as rep of New York area press; Allan Parachini, DAC/Columbia resident fellow and seminar coordinator. Sitting, left to right: Terry Kliewer, Dallas Morning News; Susan Fogg, Newhouse News Service; Charles Babcock, Louisville Courier-Journal; Ethel Payne, Chicago Daily Defender; Thomas Fleming, managing editor, San Francisco Sun-Reporter; David Musto, author "The American Disease" and expert source participant on historical perspective of drug abuse in America.

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Weekly editor

By Gerald B. Healey

IMAGINATION AT CENTRAL PLANT

It took vision and imagination for weekly publishers to band together and print jointly in central printing plants. So why stop using imagination at the central plant?

Bruce Turvold, editor and publisher of the 4,000 circulation *Cresco* (Iowa) *Times-Plain Dealer* didn't, and he has the distinction of having his newspaper named Iowa's "Newspaper of the Year" for two consecutive years. Also, the newspaper has won numerous state and national awards and for two years won first place in national competition for service to agriculture.

Let the central plant imagination stretch to your own plant is Turvold's advice—let it be different from the others in your group or area.

Turvold's Times-Plain Dealer is averaging 20 pages a week; 60 percent advertising; press runs of 4,150. Offset production and camera-ready copy is prepared at the Cresco office.

The paper is printed at the central plant of Graphics, Inc. at Calmar, Ia. on a five-unit Cottrell press. A sixth unit has been ordered.

Co-operative ownership

Graphics started four years ago under the ownership of seven weekly and semi-weekly newspapers. Plant production includes 18 regular publications, including 13 newspapers and five shoppers run by these newspapers. Some, not a lot, of job printing is done. Newsprint usage is 420 tons of newsprint per year. Average page impressions per month is 4.3 million.

The Cresco staff numbers 15, eight of whom are full-time. Full-timers are an ad manager, newsman and photographer combination; circulation girl who also reads proof, handles the counter and manages a small office supply department; Turvold's son, who is bookkeeper, writes sports and obituaries; one shop man on the newspaper side, who sets type on a Compugraphic 7200, drives to the central plant; one shop man who does only job work, and Turvold.

Part-timers operate the Compuwriter, pasteup and two retired linotypers who work on want ads and legal matter in hot metal. A second son also works summer doing photography.

Imagination started when the Times-Plain Dealer went offset. A six-column format was established throughout. The format is faster to set news 16 picas than 10 or 11; makeup of pages is quicker.

Develop own news

In a small town where spot news is light, the paper develops or creates its own news through features, series of articles on a similar subject, and in-depth reporting on such subjects as agriculture, government, education, etc.

Creation of these stories starts a week or two in advance. Many times it is known what the front page or second section front page will look like three or four days before the paper is put together. There is no waiting for news and photos; they are prepared.

Only small stories get a one-column head. From that point stories get two-six column heads, with plenty of white space and making sure stories wrap under each column of the head. Bigger stories are boxed with fine borders or set in larger body type or in wider measure than normal.

Turvold advised using 8 by 10 photo paper, then let the imagination take over again, printing to size to eliminate questions of how it will look when published and to save time and money at the central plant where the halftones are shot.

Turvold said photographers should not be limited to the same pictures week after week, but should be given freedom of expression. A picture page should be allowed as often as possible, encouraging photographers to do better work.

As for advertising, give the account a base layout, complete with catch lines, catch or eye art and border, Turvold said. This tells the advertiser the salesman is trying, that ideas are being sold. The advertiser doesn't know he needs the ad until he sees a suggestion—and then he'll probably buy it. This is especially true of special issues, or tabloid sections, where practically all ads are completed and sold on sight.

The need is felt to justify special issues with appropriate topics or themes as well as justifying them in appearance and content. Specially prepared copy is the need because the section will be re-sold year after year. Thus, the sections sell themselves. Each special tab usually nets the Times-Plain Dealer extra income of $1,000.

Tabs are sold on the basis of quarter, half and full pages. The inch rate is ignored; this way there is a premium for tab advertising. Covers are important, with solid tones in color being best. Duotones work well but should be blown big; color should run into a solid line or border to give definition to the edges.

Color ads in tabs should start with color—planning the use of color first and then the ad so that color does not become incidental and thus less effective. An attempt is made when using color in regular advertising to use it as a background for a box of copy, leaving the type itself in black. Black type reads best but gets its impact from a solid color background, Turvold believes.

•

Guild wins

Editorial employes of the 18-paper Pioneer Press suburban Chicago newspaper group, owned by Time Inc., voted on November 7 to be represented by the Chicago Newspaper Guild. The vote was 49-8.

Contract proposals are being drawn up by the Guild and negotiations will be conducted when the proposals are ready.

Drug abuse

(*Continued from page* 40)

Some of the participants at the first seminar did file stories directly from the sessions and most planned to work up evaluative, interpretative and localized drug series and features on return to their home papers. The Columbia project will stay in touch with the newsmen throughout the next 12 months. Sources—many of whom have been involved in formulation of national drug policy or who have contributed prominently to drug research—agreed unanimously to attribution.

Although the DAC grant permits Columbia to pay travel costs and per diem expenses to reporters attending each seminar, Shanor emphasized that "we're not advocating anything or trying to sell anyone's point of view. We realize, however, how difficult it is for reporters to be 'sprung' for a 10-day period and what financial hardships that can impose on local papers."

Another aspect of the Columbia project is the production of a drug abuse reporter's guide to sources, drug abuse programs nationally and other pertinent information to be organized with newspaper requirements as its primary motivation.

Seminar experts

Experts at the first seminar included such disparate persons as: John Ingersoll, former director of the Federal Bureau of Narcotics and Dangerous Drugs; Dr. David Musto, a psychiatrist and historian who has just written what many observers call the first definitive history of drug use in America, entitled "The American Disease"; Dr. Jerome Jaffe, former director of the White House Special Action Office for Drug Abuse Prevention; Dr. Matthew P. Dumont, assistant commissioner for drug rehabilitation with the Massachusetts Department of Mental Health; Charles Kenyatta, a close associate of the late Malcolm X who has been active in opposing drug use in Harlem for several years; Dr. S. Seymour Joseph, deputy commissioner for methadone and pharmaceutical control with the New York State Drug Abuse Control Commission; Ira Glasser, executive director of the New York Civil Liberties Union; Joseph Wenk, director of the Addicts Rights Organization in Philadelphia, and Robert Greene, Suffolk County editor of *Newsday* and head of the Newsday investigative unit that explored worldwide heroin traffic two years ago.

Shanor said the seminars will also be open to broadcast newsmen. All participants are urged to complete heavy reading assignments prior to the seminar sessions, which are supplemented by daily readings and films.

Allan Parachini is the resident fellow in charge of the drug abuse reporting seminar program. Parachini was recently a member of the *Los Angeles Herald-Examiner* Sunday news staff where he did several interpretive drug articles.

NPA ANALYSIS

Jerome H. Walker

The inner circle of officers, ectors and past presidents s charted a deeper and broad- involvement in journalism r the Southern Newspaper blishers Association.

Under the leadership of Reed rratt, newly appointed execu- e secretary of the association, e 70-year-old organization ich has about 400 dailies in membership, will direct its tention to an involvement in e general news functions of wspapers.

Over the years the southern oup, representative of 14 ates, has appeared to be strict- a trade association concerned ainly with the supply and ice of newsprint and relations ith labor unions.

Four years ago during the esidency of Joe M. Dealey of e *Dallas Morning News*, the sociation engaged a manage- ent consultant firm, Peat, arwick & Mitchell, to analyze s programs and office struc- re. The report recommended ot only a realignment of duties r staff personnel but several w services and professional proaches to industry affairs.

This year was the time, the rectors decided, to institute a ginning on the implementa- on of the report. As the final em on the agenda of the an- ual business meeting at Boca aton, Fla. (November 14) the oard's resolution was pre- nted by M. W. Armistead III Landmark Communications, orfolk, the president-elect for 76-77.

Without objection the mem- ers approved the resolution to atify the board's plan of re- rganization of the professional aff and coordinate the func- ons of the SNPA Foundation ith those of the SNPA. The aff changes moved Sarratt nto post of the chief operating fficer of the SNPA but he will ntinue to be the executive di- ector of the foundation.

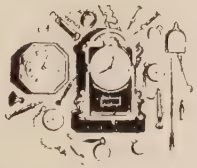
SNPA president Frank A. Daniels Jr., *Raleigh News & Observer* and *Times*, empha- ized that the SNPA and the Foundation are separate bodies. The SNPA operates with in- ome from members' dues and ervice fees. In the fiscal year nding March 31, 1973 the in- ome amounted to $190,514. Ex- enses came to $164,619.

The Foundation, which spon- ors seminars on general sub- ects and workshops on journal- sm techniques for employes of outhern newspapers, depends n donations and grants.

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ANNOUNCEMENTS

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ANNOUNCEMENTS

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Equip. Sold by Virtue of Conversion to Cold Type Process —Removal of Surplus Machines to be on or about Mid-January.

FEATURING: 15-Intertype Typesetters (late as 1969) including models G4-4SM, F-4, Monarch Model M, C-4, C-3, V, G4 & B-2 ★ Nolan Remelt & Casting Furnace (1970) & Remelt Furnace ★ (2) Wood Pony Autoplates (late as 1970) ★ Automiller ★ Mat Rollers ★ Master Formers ★ Routers ★ Shavers ★ Mortisers ★ Casters ★ Scorchers ★ Saws ★ Shears ★ Trimmers ★ Files ★ 2-Ludlow Typographs with 6 Cabts., Fonts, etc. ★ 3-Elrod Stripcasters ★ Hammond Saws ★ Proof Presses ★ Mitres ★ Strippers ★ Perforators ★ Carts ★ Galley Racks ★ etc.

60,000 lbs. (est.) METALS

Inspect: Friday, Dec. 14th
9 AM—4 PM

For detailed information contact auctioneer:

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TWO NuARC PLATE MAKERS. A model FT UPNS 30″ x 40″ double, back-to-back vacuum frames with 4000 watt lamp, 208 V, 60 cycle, 22 amps. Includes 2 nuArc replacement tubes, VE 543, one year old, new condition, very reasonable. Also a model FT 40M 30″ x 40″, single flip/top, carbon arc with motor driven control. Contact Tom Bogardus, Palo Alto Times, P.O. Box 300, Palo Alto, Calif. 94302. Tel. (415) 326-1200.

COMPOSING ROOM

JUSTOWRITER SET. Used on weekly newspaper. Under service. Good condition. $1200. Neal Cadieu, Richmond County Journal, Rockingham, N. C. 28379. Ph: (919) 997-3111.

Compugraphic 4961 .....$4500
Compugraphic 4961TL $7300
Compugraphic 2961TL $6200
Compuwriter I $6000
Wirestripper for 4961TL ....$ 500
OFFSET NEWSPAPER EQUIPMENT
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All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

ALL MODELS
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GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justowriters, used Compugraphics, Fototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm Quick, ATF, Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

MORISAWA. Excellent for display type 12 to 60 pt. Cost $3500 new. Will sell for $1000 with all lenses, film strips. Call Neal Cadieu, Richmond County Journal, Rockingham, N.C. 28379. Ph: (919) 997-3111.

JUSTOWRITERS, USED, 2 output, 3 input with tables, ribbons and tape. 1 Robertson 15 x 18 vertical camera; $700 for all. Anne Arundel Publishing Corp., P.O. Box 282, Glen Burnie, Md. 21061. (301) 766-7900.

3 FRIDEN JUSTOWRITERS (2 tape punchers, 1 readout) perfect for small offset newspaper, $1000 per machine or best offer. Also Elliott 808 Addressing Machine, $100. Write Stowe Reporter, Box C-1, Stowe, Vt. 05672 or call (802) 253-4889.

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FOR SALE—Practically new Dyna-Flex processing equipment consisting of

1 each Brown Ultra-Lite 5000 Exposure Light.
1 each Model 1523-9 Processor complete with the Dyna-Flex dispenser and Infra-red plate dryer.

Both pieces of equipment are nearly new, less than 500 plates were processed with this equipment.

Will sacrifice, no reasonable offer will be turned down.

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As effective in the newspaper community as your newspapers classifieds are in your community!

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LETTERFLEX I
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All the latest refinements—Excellent condition. We are tearing down the building and must sell this fine piece of equipment.

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FOR SALE—4 Cutler-Hammer 90° conveyor turns, 1 Signode Narrostrap machine, 2 Sta-Hi 24″ Metro Stackers. MAKE OFFER. Purchasing Dept., C-J and Times, 525 W. Broadway, Louisville, Ky. 40202. (502) 582-4391.

CUTLER-HAMMER Counter Stacker, Model 1, reconditioned and guaranteed, convertible to programmable stacker. Write or call:
Inland Newspaper Machinery Corp.
1720 Cherry St., Kansas City, Mo. 64108
(816) 221-9060

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

OFFSET SUPPLIES AT A DISCOUNT —Headliner paper $4 roll; headliner stabilization $2.50 roll; Stripprinter $3.25; Phototypositor as low as $3.70 roll; IBM Composer $12.50 dozen; 12x 18 line film $35.80 per 100 sheets. Other sizes at cut prices. Guaranteed. Everything for paste-up. Write catalog. Valley Litho Supply, Spring Valley, Minn. 55975.

MISCELLANEOUS

ALL LETTERPRESS mechanical equipment, afternoon daily, now offset. R.F. Beirne, The Virginian, Covington, Va.

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

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NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.
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PRESSES & MACHINERY

GOSS UNIVERSAL PRESS UNITS, roll stands, former, etc. Giveaway prices. Bill Schoepke, Paddock Publications, P.O. Box 280, Arlington Heights, Ill. 60006.

COLOR KING, 2 units, 2 roll stands, quarter folder, counterstacker, electric roll hoist, ink agitators, can see running, new 1964. E. H. Richey Co., 1417 Georgia St., Los Angeles, Calif. 90015. (213) 748-5954.

Wanted to Buy:

HIGH SPEED LETTERPRESSES, LATE MODELS
Goss or Hoe, with 21½" cutoff.
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23 9/16" cutoff, 82" between frames
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with reels and paster 22¾" cutoff 79" or 81" between frames
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GOSS URBANITE, 3 units, excellent condition.

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COTTRELL VANGUARD, 22½ x 31. 2 unit.

GOSS COMMUNITY, 6 unit, new 1967.

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401 N. Leavitt Street,
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Phone: (312) 738-1200

-Unit Goss Suburban Offset Press, S/N S-916.
-Position roll stand, ½ & ¼ P. Folder, 20 HP Fincor drive. See in operation now. Available December. Excellent buy. Offered "as is" or installed in buyer's plant.
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720 Cherry St., Kansas City, Mo. 64108
(817) 221-9060

-Unit Cottrell V-15A Web Offset Press, S/N 1063. Located Texas. Available Dec. 1.
-Unit Cottrell V-15A Web Offset Press, S/N 1102. Located Minnesota. Available soon.
-Unit News King Web Offset Press, S/N N150. Located Kansas City. Available now.
-Unit News King Web Offset Press, S/N N391. Located Michigan. Available soon.
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STEREOTYPE

SPECIAL LUDLOW MATS custom engraved. Fast delivery. Jack Moore, 3444 Country Club, Medina, Ohio 44256.

WANTED TO BUY

WE'LL PAY $225 a ton for newsprint in 34" rolls. Zone 7. Box 1817, Editor & Publisher.

NEWSPAPER SERVICES

CLASSIFIED CONSULTANTS

WE FOCUS on classified development or daily, metro and suburban weekly newspapers. Paul C. Ryan & Associates, 636 Los Padres Rd., Santa Maria, Calif. 93454.

FREELANCER ASSIGNMENTS

FREELANCERS, all Zones, available for 1500 word interviews on assignment, for trade journal. Write MDB, Box 831, New York, N.Y. 10017.

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EXECUTIVE RECRUITING and EXECUTIVE PLACEMENT
Specializing in newspapers for all positions $15,000 up. Confidential.
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MOVING—REPAIRING—TRUCKING
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Help Wanted...

ACADEMIC

FOR ACADEMIC YEAR 1974/75, teaching assistantships available in graduate program in journalism offering MA in journalism, PhD in mass media. Applicants with news experience in newspapers or broadcasting especially desired. Minorities urged to apply. Write Chairman, Graduate Affairs Committee, School of Journalism, Michigan State University, East Lansing, Michigan 48823.

UNIVERSITY OF GEORGIA seeks seasoned professor to head Journalism Sequence (newspapers, magazines, broadcast news), beginning September 1974. Solid media experience (minimum 5 years), PhD, significant research, teaching and administrative record needed. Salary and appointment commensurate with qualifications. Application deadline December 15. An equal opportunity employer. Write Dr. Al Hester, Search Committee, School of Journalism, Univ. of Georgia, Athens, Ga. 30602.

EASTERN SCHOOL seeks print and theory oriented teacher with media and classroom experience plus Mass Communications PhD for Fall of 1974. Equal Opportunity Employer. Box 1867, Editor & Publisher.

DIRECTOR, SCHOOL OF JOURNALISM—Open July 1, 1974 or before. Professional, academic experience required, PhD preferred. ACEJ accredited sequences in news-editorial and advertising; graduate program offering Masters, doctoral degrees. Apply before December 14, 1973. Equal Opportunity Employer. Write Dr. Gerald L. Grotta, Chairman, Director Search Committee, School of Journalism, Southern Illinois University, Carbondale, Illinois 62901.

CALIFORNIA CAMPUS seeks assistant professors for Fall 1974 in three areas: reporting, graphics, or theory. Media experience required, Pr.D. preferred. Program is ACEJ accredited. Eleven full-time faculty plus several part-time. Suburban campus of 24,000 is northwest of Los Angeles. Equal opportunity employer. Send resume to Dr. Kenneth S. Devol, Chairman, Department of Journalism, California State University, Northridge, California 91324.

ADMINISTRATIVE

GENERAL MANAGER to help launch and build weekly in Puerto Rican community of 7000. Capital available, share profits from start. Options on ownership. Box 1846, Editor & Publisher.

GENERAL MANAGER

General Manager wanted by modern, forward looking Ohio newspaper, under 50,000 Circulation. General knowledge of all departments helpful; Good general education and supervisory experience in a newspaper essential. Write Box 1883, Editor & Publisher. Give details of education, experience and reference.

MANAGER for bike route carriers team. Solicitation for new weekly collar. Also for established 13M free newspaper wrap and delivery. Send resume and earning requirement to Courier, P.O. Box 1486, Jupiter, Florida 33458.

CLASSIFIED ADVERTISING

CLASSIFIED AD MANAGER

with outside street sales experience—plus a background in phone sales training. Ours is a dominant group of suburban weekly newspapers offering an exceptional opportunity for professional and personal growth. Salary and bonus. And—we believe you will like our benefit package. Send your resume to the Personnel Director for prompt action. Pioneer Press (Sub of Time, Inc.), 1232 Central Ave., Wilmette, Illinois 60091.

HELP WANTED

CLASSIFIED ADVERTISING

ASSISTANT CAM

for Ohio Metro AM & PM dailies

WE:

- Run over a million ads. (Earlier each year).
- Run more than 10 million lines each year. (In both papers).
- Are a mechanically modern Dept. (OCR etc.).
- Are an intellectually modern Dept. (Progressive).
- Have a cooperative staff of over 60 individuals. (All ages, genders & colors).
- Are one of several fine properties of an excellent group. (Good advancement possibilities).

YOU:

- Should have a diversified Classified background. (And truly love the medium).
- Should not be conservative. (We're not).
- Should be above average in communicating with and guiding people. (Without being resented).
- Should be able to handle some daily sales calls as well as administrative duties. (About 50-50).
- May have to work 'till six and come in on Saturdays. It's not uncommon).
- Should send your resume to Box 1891, Editor & Publisher. (If you're really interested).

CLASSIFIED MANAGER—10M Southern daily. Department will do $150,000 this year. 2 full-time employees. Freedom of action and decision. Most desirable environment. $175 week plus 5% gain commission. More than usual benefits. Box 1768, Editor & Publisher.

DISPLAY ADVERTISING

WANTED—Aggressive advertising sales person who wishes to assume responsibility as advertising manager for strong centro Michigan weekly newspaper. Excellent opportunity to advance in growing company. Contact Robert McDonald, Publisher, Grathol County Herald, Ithaca, Michigan 48847. Phone (517) 875-4151.

AGGRESSIVE, HARD-WORKING and innovative person needed to head advertising department of small New England daily located in highly competitive area. Polished manner and ability to direct and motivate salesmen a must. Good starting salary, commission plus company benefits. Box 1819, Editor & Publisher.

ASSISTANT
ADVERTISING MANAGER

Rare opportunity for ambitious salesman ready for assistant advertising manager's position. This independently owned daily with over 50,000 circulation is located in attractive Midwest city with top school system and recreational facilities. Emphasis on ability to prepare marketing strategy and assist in motivation of 8-man sales department. $18,000 to $20,000 base salary plus incentive. College graduates (Masters degree helpful) with 1 to 4 years selling experience and burning desire to get ahead. Please call

Jerry Jackson
Management Consultant
(312) 693-6173

ALASKA ADVERTISING. Advertising sales and layout for modern offset daily with expanding regional monthly magazine. Base salary plus commission plan. Limited, expense paid, travel to towns and villages in Southeastern Alaska. Write to Bill Elberson, Box 79, Ketchikan Daily News, Ketchikan, Alaska 99901.

HELP WANTED

DISPLAY ADVERTISING

RETAIL GROWTH in blossoming multi-market 50 miles from Boston beckons advertising manager. You may be second person, ready, but stymied. If you are qualified to sell and to run four man staff, we have the prospects, coverage premises 50,000! (And 4-season recreation.) Salary, bonus, fringes. Full resume to Box 1869, Editor & Publisher.

ADVERTISING DIRECTOR for group of rapidly growing weekly offset newspapers in Southern Orange County, Calif. Good salary plus commission and fringe benefits. Send resume to: C. Takacs, P. O. Box 2114, Mission Viejo, Calif. 92675.

RETAIL ADVERTISING

One of New England's (Zone 1) foremost daily and Sunday newspapers, six professionals with successful background in newspaper advertising sales, copy and layout. Competitive newspaper market sales experience helpful. Excellent salary and fringe benefits. Fine opportunity. All responses confidential and send resume and references to Box 1885, Editor & Publisher. An Equal Opportunity Employer.

ADVERTISING SPACE SALESMAN for San Francisco office, Newspaper Representative firm. Newspaper or agency experience helpful. Position open January 2. Box 1880, Editor & Publisher.

WANTED: MANAGEMENT TRAINEE for Midwest newspaper group to replace 25 year old who joined us right out of college and has moved to Advertising Director position with one of our papers. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Starting salary $15,000 to $18,000. Send resume to Box 1596, Editor & Publisher.

EDITORIAL

EDITORIAL HELP WANTED: News, wire editor for small daily. Daily News, Wapakoneta, Ohio 45895. G. W. McCoy.

COPY EDITOR

Who is creative, accurate and experienced needed immediately at Newspaper Enterprise Association. We're looking for a person who likes to handle copy, can write good headlines and enjoys variety. Send complete resume to:
Don Graff, Managing Editor
Newspaper Enterprise Association
230 Park Ave., New York, N.Y. 10017

EDITORS

For experienced, adventurous and mobile journalists, two Southeast Asia publications have openings:

1.) The ASIA Magazine, a multinational English-language Sunday supplement of 450,000, needs a seasoned reporter/writer with competence in editing, rewriting, layout and make-up—preferably with both newspaper and magazine experience. This correspondent will be based in Hong Kong and will travel throughout Asia one week a month. Travel expenses to Hong Kong will be paid, as well as return trip upon successful completion of a two-year contract. Man with no minor dependents preferred. Salary range: $15,000 plus adequate travel allowances.

2.) Singapore Straits Times, an English-language daily (circ. 250,000), needs a journalist who will serve as resident professor of journalism to the newspaper's editorial staff. Applicant must have thorough knowledge of profession and be able to conduct seminars, analyze and comment on copy and train reporters. Travel expenses to Singapore will be paid, as well as return trip upon successful completion of two/three year contract. Salary range: $15,000.

Please send detailed resume outlining professional experience to Box 1894. Include samples of published works. List references.

HELP WANTED

EDITORIAL

COMPANY OF THE CROSS (Episcopalian) seeks voluntary help of experienced desk and/or rewrite persons in publishing general news magazine in western Canadian city. All living essentials provided for husband, wife and children, small allowance, all transportation costs. For details write the Minister, Co. of the Cross, R.R. 1, Stony Plain, Alta., Canada. (403) 848-2781.

EDITOR

of company publication for company operating primarily in West Virginia, plus press and community relations work. Must be experienced in copy editing, interviewing, feature writing. Photo skills not essential, but helpful. Send resume and salary requirements to Box 1813, Editor & Publisher.

MAJOR METROPOLITAN DAILY seeks news editor. Candidates must have had broad responsibility in daily production of their paper, either as news editor, managing editor or assistant managing editor. Please submit with each application complete educational and employment background, professional and other memberships, 3 references of quality (including 1 from a member of the journalistic profession), and 6 tearsheets of Page 1 of your paper dated Nov. 1 through Nov. 7, 1973, excluding Saturday, November 6. Box 1836, Editor & Publisher.

COPY EDITOR

Are you seeking a challenge with promotional opportunity? If you have 2 years of solid editing experience, professional skills and a reporting background, we'd like to hear from you.

We produce a high quality editorial product which demands hard work and perfection. The professional we seek will be paid at least $250 per week plus exceptional benefits.

Send resume and samples of your work (that will be immediately returned) to George B. Irish, Lindsay Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

An Equal Opportunity Employer

BEGINNING REPORTER or J-Grad for 6-day southwest Florida PM. Send resume and salary requirements to Box 1854, Editor & Publisher.

MAKEUP EDITOR—BALTIMORE SUN

If you are a person with considerable makeup experience, the ability to work in harmony with a union shop, can edit copy to exacting style and dummy pages, you could be the one for a challenging position on The Baltimore Sun's City Desk. The person we need must think for the future, be able to make quality decisions a number of times during the night and be adaptable to changes. Send resume to William F. Schmick III, City Editor, The Baltimore Sun, 501 N. Calvert St., Baltimore, Md. 21203.

NEWS DEPARTMENT PERSONNEL —Require all levels for expansion program. Northeast. Box 1857, Editor & Publisher.

FOOD TECHNOLOGY

Do you have a well established reputation in the food field which is coupled with solid writing skills? Perhaps you qualify for our senior editorial opening.

Do you have 2-3 years of journalism experience coupled with some knowledge of food technology; or 2 years food technology experience with good writing skills? Perhaps you qualify for our associate editor opening.

We're a major business publication. A detailed resume portraying your knowledge, publication record, salary expectations and a writing sample will be reviewed in total confidence.

Box 1864, Editor & Publisher

An Equal Opportunity Employer

RELIGION EDITOR-WRITER — Charismatic Missions organization expanding publications department. Religion writing background helpful, but not an absolute. Zone 9. Send employment and salary history. Box 1845, Editor & Publisher.

ASSISTANT CITY EDITOR

Prize-winner of a medium sized PM daily has spot in vibrant city for a city deskman to layout local news and help ride herd on a staff of 10 reporters, 4 photographers. Creativity, enthusiasm are musts. Chart Area 4. Box 1870, Editor & Publisher.

SPORTSWRITER with at least 3 years experience, preferably from Southwest or West, to join major league 10-man department and cover major assignments. Many fringe benefits. Write to Regis McAuley, Sports Editor, Daily Citizen, P.O. Box 26767, Tucson, Arizona 85726.

MANAGING EDITOR

for twice-a-week suburban paper with 4 man news staff. Extensive experience required. Growing area with unlimited possibilities for right man. Good salary and benefits. Member of one of America's largest suburban newspaper groups with superior offset equipment.
Send resume or telephone to William O. Mullins, St. Charles Journal, 340 N. Main, St. Charles, Missouri 63301. (314) 724-1111).

EDITOR/WRITER

Southern California fishing tackle manufacturer actively seeking good writer and organizer to run high quality in-house publication. Must be detail minded, able to work without supervision and run own show- and be an avid fisherman. Experience in publishing helpful. Great growth potential. Salary open. Send resume to Box 1888, Editor & Publisher.

NEWS EDITOR — Needed for fast growing small 5 day offset daily. Don't want clock puncher. Must handle all news area. Open now. Don Kerkpatrick, Publisher, Daily Democrat, Lamar, Mo. 64759.

LIBRARIANS

EXPERIENCED newspaper librarian with library and/or journalism degree. Duties as assistant: some administrative, indexing, filing, typing, reference, and knowledge of microfilming. Guild shop. Metropolitan daily, Zone 5. Box 1800, Editor & Publisher.

MISCELLANEOUS

OPENINGS IN PENNSYLVANIA. All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

PRESSROOM

PRESSMAN for Cottrell V15A, $100-$160 to start depending on experience. Opportunity for quick promotion to head pressman. Zone 2. Box 1831, Editor & Publisher.

PRESSROOM FOREMAN WANTED for metropolitan New York area. Looking for a person who knows all Web offset equipment, proven background in preventive maintenance, scheduling and cost control. Challenging and rewarding job. Please send full resume and samples of your printing, all replies held in strict confidence. Box 1842, Editor & Publisher.

GOSS URBANITE 4-unit central offset plant with Compugraphics, 4 owned weeklies and 50 runs each week needs pressman and night or day production manager with heavy experience in 24-hour 7-day operation. Top salary and benefits and partnership options to right person. Best smog-free California coast suburban area. Top educational facilities. Settled, family type essential, preferably 35 to 50. Open shop 50 years. Box 1804, Editor & Publisher.

PRESSROOM

STEREO/PRESSMAN — Letterpress, 6 day, 40 hour, Zone 2. Modern plant, good conditions, full benefits. Send complete resume with experience, availability, wage requirements to Box 1874, Editor & Publisher.

PRODUCTION

PRODUCTION SUPERVISOR wanted by New York City publisher of weekly papers, shoppers and circulars. Must have ability to schedule and train new personnel. Resume to S. Burzon, Publisher, Wisdoms Child, 2770 Broadway, New York, N.Y. 10025.

WEB OFFSET PRESS INSTALLER—experienced in press repairs, operation and field installation. Must be willing to travel and relocate in Kansas City area. Good salary and fringe benefits. Send complete resume, including work experience and references. INLAND NEWSPAPER MACHINERY CORP., 1720 Cherry St., Kansas City, Missouri 64108.

ELECTRONIC TECHNICIAN

Progressive medium size daily in Zone 4 needs a composing room technician. Preferably with third generation experience. (Comp Star Pacesetter.) Opportunity with major newspaper group in a great area to live. Send resume and salary requirements to Box 1844, Editor & Publisher.

TYPESETTER — Experienced Photon 200B operator preferred but will consider enthusiastic individuals with other typesetting backgrounds. Immediate opening on our night shift. Salary open. Full company benefits, paid vacation. Call Divisional Ad Comp. (201) 768-2228 between 9AM and 6PM.

NIGHT COMPOSING ROOM FOREMAN

Working foreman for 10-20M Zone 2 offset daily. Supervisory experience essential, perf skills desirable. Must be familiar with photocomp and pasteup. Box 1884, Editor & Publisher.

PUBLIC RELATIONS

FINANCIAL WRITER

Atlanta-based corporation seeks experienced financial writer to join award-winning public relations staff. Need skilled writer who can interpret financial reports and explain them in simple terms for news releases, annual reports and other reports to stockholders, news media and general public. Prefer business degree-holder. Good salary. Equal opportunity employer. Send resume. Box 1838, Editor & Publisher.

MONTHLY MARITIME school publication southern Maryland. Heavy news feature writing, some PR. Permanent relocation. Box 1721, Editor & Publisher.

LARGE, PREDOMINATELY BLACK university in Mid-Atlantic region is looking for a catalogue editor who would be responsible for writing, editing and distribution of university catalogues. College degree and some professional experience in catalogues or academic PR work is required. Salary above $15,000. Box 1873, Editor & Publisher.

PUBLIC INFORMATION OFFICER

Public relations person with solid news experience to head the public information portion of long range, federally funded program in Green Bay, Wisconsin. Sound editorial skills, supervisory ability and mature judgement essential. Knowledge of community preferred. College degree, five years news public relations experience required. Employer is a new non-profit corp. engaged in action research. Please send resume and salary requirements to T. H. Bower, Rand Corp., 735 E. Walnut St., Green Bay, Wisconsin 54301.

We are looking for a seasoned executive editor

. . . a truly great newsroom leader is one in a thousand.

- We're looking for that individual. And when we find that person we'll offer an unparalleled career opportunity with appropriate compensation.
- Our growth has been spectacular. Now we need the skills to consolidate our gains and lay the seven-day news-gathering groundwork for the surge into six-figure circulation and its attendant responsibilities.
- The person we select must be exceptional.
- So is this opportunity.

Please write in confidence to Box 1882, Editor & Publisher

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

JALITY and profit-oriented executive t 2 weeklies in black. Ready to pub- h medium daily or head large daily itorial department. $30,000 minimum. x 1859, Editor & Publisher.

XPERIENCED CONTROLLER/CPA year major metropolitan newspaper. years heavy Big 8 CPA firm. Seek- g No. 1 financial spot. Florida de- rable. Write for resume: P.O. Box 72, Philadelphia, Pa. 19101.

EK FINAL CAREER STOP in edi- rial management spot. Solid 24-year, verse background. Box 1684, Editor Publisher.

CE PRESIDENT and General Man- er, Zone 1 weekly newspaper publish- g chain, 60M circulation, conditioned r growth sales, profit and expansion. tterpress-offset conversion experi- ce, added bonus. Box 1866, Editor & ublisher.

CIRCULATION

-YEAR-OLD Circulation Manager. 12 ars experience, 4 years as Circu- tion Manager in highly competitive arket. Experience on M,E,S, and all ases in the circulation field. Will re- cate. Resume and references on re- uest. Box 1795, Editor & Publisher, or 03) 677-9669.

IRCULATION Director with 18 years perience in all phases of circulation id promotion on dailies and weeklies. ooking for challenge. Box 1840, ditor & Publisher.

DISPLAY ADVERTISING

WORKING AD DIRECTOR, non-metro daily. 50, BJ Missouri, $250. Area 3, 4, 6, 8. Box 1031, Editor & Publisher.

FEMALE AD MANAGER. 28 years old. Hardworking. Experienced in both weekly and daily operations offset and letterpress. 1971 STATE AWARD WINNER. Resume and References upon request. Box 1893, Editor & Publisher.

EDITORIAL

BOGGED DOWN by youthquake, seasoned editorial writer-columnist seeks challenging, rewarding job with exciting future. Prize winner; bilingual (German). Box 1823, Editor & Publisher.

FOR HIRE

Sports reporter. 11-year veteran. Metro background. First class deskman, but prefer a beat. 8608 Holloway Dr., Apt. 116, Los Angeles, Calif. 90069.

SEASONED CITY, wire editor seeks responsible news slot, small to medium daily. 40's, top background, can direct or do most of it. Box 1783, Editor & Publisher.

MAGAZINE EDITOR and award-winning photographer seeks to relocate. '64 BA in Journalism. Now with 250,000 circulation 4-color publication. Write, do all layout and production work. Other credits include National Geographic. Box 1765, Editor & Publisher.

CREATIVE '73 Notre Dame University English grad seeks challenging work in Journalism. Ambitious, hard-working. Any Zone. Resume, writing samples on request. Box 1784, Editor & Publisher.

COPY DESK/EDITOR—26 years experience. Age 53. Prefer AM. Box 1767, Editor & Publisher.

REPORTER, 29, 2½ years experience in general news, sports and layout, seeks similar position or copydesk work with small or medium daily in Zone 7 or 8. Box 1773, Editor & Publisher.

GENERAL ASSIGNMENT Sunday reporter seeks daily beat or sports job. Sharp on layout. Box 1815, Editor & Publisher.

SPORTSWRITER OR COPY DESK man, 26, 5 years experience. BA degree. Have covered many sports and written column for highly-regarded organization. Excellent references. Resume and clips available. Any Zone. Box 1821, Editor & Publisher.

TOP TEXAS newspaperman needs change, any field. Zone 6. Box 1839, Editor & Publisher.

COUPLE SEEKING JOBS as team or alone. Both are 23, J-Grads, experienced on weeklies. Husband now reporter-photographer on daily; wife copy artist in print shop. Box 1841, Editor & Publisher.

CRITIC/REPORTER—20 years experience reviewing films, TV, art, music, theater, all phases of entertainment for 2 metropolitan dailies, tired of Northwest rain, seeks employment and sunshine in southern part of Zone 8 or 9. Box 1843, Editor & Publisher.

SPORTSWRITER with limited experience with professionals and preps, some desk, wants back into profession with small daily or weekly. College graduate, any Zone. Box 1847, Editor & Publisher.

8 YEARS AS A BEAT and investigative reporter. Herd leader, watchdog, crusader, fierce competitor. 913-831-1957.

REPORTER/EDITOR, 29, Master's in Journalism, 3 years solid experience on Hartford (Conn.) Courant, seeks similar position. Prefer +200,000 a.m., any zone. Victor Sasson, (212) 336-2607.

EDITORIAL

TOP EDITOR

Prize winning reporter, editorial writer and editor with Washington and overseas experience, age 36, is currently employed in key management position on major metropolitan daily, but is looking for the managing editor's position or top post on a medium size daily that is committed to quality and growth. Box 1849, Editor & Publisher.

EX-MANAGING EDITOR of 70,000 PM daily in Northeast with 20 years experience all phases of editorial department, seeks editing position in Area 1 or 2. Box 1851, Editor & Publisher.

SPORTS EDITOR/WRITER, 21, single (i.e. flexible). 4 years experience weekly, major college, small daily. Good in darkroom, nonsports writing, offset composition. Medium, large daily or good offer from small daily. Any Area. Box 1852, Editor & Publisher.

TALENTED PRO seeks Oregon, Washington daily, PR, imagination, drive. $11,000. Box 1855, Editor & Publisher.

TAKE ME—I'm yours—if you want a young, ambitious newswoman, J-grad with 2 years reporting/editing/photo experience on urban weekly. Conscientious, reliable—willing to work long hours for challenging job on medium large daily in Zone 1, Box 1837, Editor & Publisher.

COPY EDITOR—10 YEARS PR, 15 NEWS; NOW WORKING. BOX 1835, EDITOR & PUBLISHER.

'73 BJ CUM LAUDE grad seeks newspaper job. Newspaper experience. New England preferred. Box 1861, Editor & Publisher.

ASSISTANT SUNDAY EDITOR—Time for change. Ex-weekly editor, ex-regional magazine boss. 26, want top spot on weekly, small daily or Sunday paper. Box 1862, Editor & Publisher.

REPORTER with 18 months overseas newswork seeks reporting or desk job with daily or magazine. Experience includes investigative work, courtroom, features, photography. J-grad, 24, married. Phil Herter, 26 Strathaven Dr., Broomall, Pa. 19008. (215) 353-1478 or OL 9-5592.

COPY DESK veteran will expand duties for better pay. Need $225. Box 1871, Editor & Publisher.

AWARD-WINNING JOURNALISM Graduate seeks job as reporter or copy editor on small paper. Will accept low salary in exchange for experience. Any location. William Hagen, 11617 35th Ave., Beltsville, Md. 20705.

EDITORIAL

COPY EDITOR, 23, seeks desk position; varied experience on 3 dailies, including layout, makeup, scanner. Box 1875, Editor & Publisher.

NEWSMAN with experience, good writer, reporter; French, Spanish. References. Age 46; a real pro. Box 1877, Editor & Publisher.

EDITORIAL / FEATURE WRITER: Also Straight News, Photography, on metro/non-metro dailies, magazines; desires change: BS, married, sober, reliable, scholarly. Box 1878, Editor & Publisher.

SMALL CITY NEWSMAN, 15 years experience in all phases of local news reporting and editing, many state awards, stuck in rut, seeks new challenge. Single, will go anywhere. Box 1879, Editor & Publisher.

WRITER-PHOTOGRAPHER with MA has spun wheels for 18 months with good but limited daily. Anxious to climb to magazine or 70,000 + newspaper. Prefer Zone 2, if not, 1, 3 or 5. Box 1881, Editor & Publisher.

WORKING EDITOR, 38, hit by paper shortage, needs job. Family man, college trained all phases communications. Arnold Jeffcoat, North Bradway, Sidney, Ohio. Call: (513) 492-0042.

YOUNG AND EXPERIENCED News Editor for statewide newspaper seeks reporting, editing or sportswriting job on small to medium-sized daily or weekly, Zone 1, 2, 3, 4 or 5. Know reporting, editing, layout, some camera work, Journalism degree. 2 years experience. Box 1886, Editor & Publisher.

SPORTSWRITER — Recent J-School graduate. Sports editor of major college daily. Will relocate anywhere. Write Box 1889, Editor & Publisher.

YOUNG MAN with magazine, wire service and newspaper background seeks management position with small-medium daily. Relocate anywhere for right offer. Box 1890, Editor & Publisher.

FREELANCE

EXPERIENCED JOURNALIST, extensive newspaper and magazine background, desires freelance magazine assignments. Box 1860, Editor & Publisher.

PHOTOGRAPHY

EXCEPTIONAL visual journalist available early 1974. Kenneth Murray, Box 925, Kingsport, Tenn. 37662. Phone (703) 225-1488.

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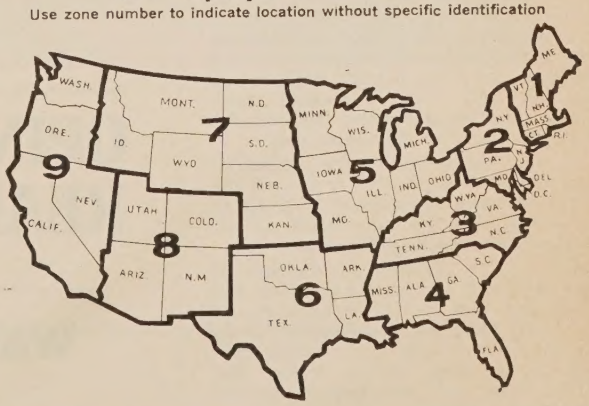
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E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

Backlash against press

A poll of readers by a Mississippi newspaper (E&P, Nov. 17, page 11) showed that over 97% were in support of President Nixon and about half of those responding added comments criticizing media coverage and commentary of the President's domestic troubles. The editor called it a "backlash against the press."

Judging from the tenor of letters we have read in a few newspapers, those received at E&P, and comments printed elsewhere, we think he has a point.

Six months ago, the President complimented a "vigorous free press" as an important part of the American system that uncovered the truth about the Watergate case. But the American people notably have bad memories. Or, perhaps since then the press has been a little too vigorous for their liking

When the President attacks the press in a nationwide television appearance he is almost certain to arouse sympathy among many viewers. Even though he was talking mainly about some television commentators, the newspaper press will be included in some people's minds. Newspapers have never been noted for winning popularity contests. They are always caught in the middle between the bad news and the people who don't want to read it. Today is no exception.

Heat is still on

Julius Duscha, director of the Washington Journalism Center, writes in the current issue of *ASNE Bulletin:* "The media are in as much trouble today as they were a year ago. The exposure of the Watergate scandal by the *Washington Post* has failed to take the heat off the press. Many Americans are still angered by what they read in newspapers and magazines and what they see on radio and television just as they are by such other major institutions of American society as the Presidency itself, the U.S. Supreme Court, corporations and labor unions."

In his column following Nixon's Oct. 26 press conference, Paul A. McKalip, editor of the *Tucson* (Ariz.) *Daily Citizen,* discussed the attack on the networks and wrote: "Don't forget that when Spiro Agnew just a few years ago was attacking tv news and commentators he uncovered a wellspring of public support. Right now, I can say only that tv network news presents a growing problem for itself, for the public—and for the whole press."

In other words, whether the criticism or any part of it is justified or not, all the press including newspapers is going to be tarred with the same brush if our diagnoses of a "backlash" is correct.

One reader, Francis A. Connors of Washington, D.C., supports the press and takes issue with an E&P editorial Nov. 3 about the President's conference: "I am fed up to here with this constant barrage of criticism of the press. Mr. Nixon does not get respect because he doesn't deserve respect, his position as President notwithstanding . . . For the love of Pete, Mike, or what have you, stop blaming the press for either his troubles or even a portion of his troubles."

But another reader, William M. Palmer of Smithfield, Texas, says he won't renew his subscription to E&P because of "the outrageous conduct of many newspaper journalists today who are engaged in a licentious propaganda war against the President through artful use of words and supposed information 'from reliable sources,' and 'unnamed sources,' ' leak from a high official,' and others ad infinitum. Deliberate distortions, misquotes, and vindictive phraseology have become quite obvious to even the most naive individual . . . Many of the people with whom I am acquainted, and others with whom I come in contact, are becoming quite concerned over the aggressive, unethical, and obviously vindictive attacks by the press against the President; insidiously using Freedom of the Press as a shield . . . E&P has become merely a sounding board for a 'mutual admiration society' of which I want no part."

A reader's view

Carl Gilman of Santa Rosa, Calif., writes to us in protest over *Time* magazine's Nov. 12 editorial asking for the President's resignation which he calls "A revolting piece of copy." He says Time subscribers who support the President should ask for a pro-rata refund of the subscription price. He also asks for the newspapers which supported Nixon in 1972 "to combat the destructive action of some in media who endanger our basic freedoms . . . I am deeply concerned about the type of attacks being made against a President of our great country."

Phillip W. Porter, for many years executive editor of the *Cleveland Plain Dealer* and now writing a weekly column for a group of Cleveland suburban newspapers, writes about "an extremely disturbing kind of news reporting . . . it quotes no one, but attributes information to 'sources' or 'well-informed sources' or 'official sources' or some other thin euphemism . . . Equally disturbing is the media practice of trying to pry loose the secret proceedings of grand juries, not only the names of witnesses, but what they said, and to encourage leaks of such information." Porter feels that media are "compromising their own integrity" by these practices and is firmly convinced that "a clearly defined enforceable code of ethics" is needed now.

Long monograph distributor

O. R. Strackbein of Washington, D.C. is distributing a lengthy monograph on the press, its powers and its faults, concluding "since the press is congenitally incapable of establishing its own accountability and since in any case no one under our laws is to be judge of his own culpability under accusation or indictment, it is clear that press responsibility can be instituted only from the outside." He calls for "a Bureau of Press Appeals or similar body of appeals, properly constituted and administered for the effective voicing and processing of complaints against press practices."

And, finally, symptomatic of what is happening to the press, the president of the Uniformed Firefighters Association in New York City blames the press—claiming he was badgered and needled by reporters—for his falsification of results of the recent strike vote.

Once again we have an "open season" and newspapers can expect to be fired upon from all directions in the months ahead.

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INPA Central region elects Grofer president

E. J. Grofer, promotion and research director of the *Detroit News,* was elected president of the International Newspaper Promotion Association (INPA) Central region at the group's annual meeting in Chicago.

Other officers elected at the meeting were: James E. Pauloski, *Indianapolis Star* and *News,* first vicepresident; Stephen Neulander, *Skokie* (Ill.) *Life,* second vicepresident and N. Willard Tupper, *Minneapolis Star* and *Tribune,* secretary-treasurer.

OPINION MAKERS
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WASHINGTON STAR-NEWS
Washington, D.C.

The real
No single item on our list of national priorities has received more lip service than public transportation.

We face an energy crisis. Our highways are jammed; some days they look more like parking lots than roads. Most cars have only one occupant. Downtown streets are clogged.

We must have improved buses, new underground railway systems, monorails.

The programs are costly, they take decades to plan and build. But we have reached a point where there is no alternative.
Let's get on with it.



artist: alex raymond, "flash gordon." copyright 1939 king features syndicate, inc.

The ideal
Efficient mass transportation systems which move great numbers of people but which are tailored to individuals.

AtlanticRichfieldCompany



Standing Room Only is frequently the result when The Cleveland Press, whose masthead bears the slogan, "The Newspaper That Serves Its Readers," sponsors a public service function. Examples . . .

LADIES DAY: For the woman who wants to feel like a princess, The Press offers the opportunity at its annual Beauty Clinic. The 6000 available tickets are always snapped up within a week following announcement.

BOOKWORMS: Cleveland is crawling with bookrooms. Small wonder that for nearly 20 years The Press Book and Author programs have been among the most successful in the country. The Press schedules four yearly, and attendance at each is normally 1000.

DO-RE-MI: The Press hit a high note last spring when it combined the Cleveland Orchestra with a high school chorus, 800 voices strong. The concert drew a capacity 5000; all-time largest home turnout for the world-famous orchestra.

CANADIAN CAPER: As an end-of-summer special, The Press offered a holiday on wheels—a weekend bus tour to Niagara Falls—and planned to accommodate 200 people. When more than double that number applied, it turned out to be a 12-bus caravan.

THE CLEVELAND PRESS

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